

ELECTRIC REFRIGERATION NEWS

The business newspaper of the electric refrigeration industry

VOL. 2, No. 1, SERIAL No. 25

DETROIT, MICHIGAN, SEPTEMBER 14, 1927

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PRICE TEN CENTS

E. R. C. OFFERS STOCK TO PRESENT HOLDERS AT \$12.50 PER SHARE

Annual Sales Now \$21,000,000—
Third Quarter Earnings Exceed
One Million Dollars

In a letter dated August 30, 1927, addressed to all stockholders of Electric Refrigeration Corporation, C. K. Woodbridge, president, announced that at a meeting of the board of directors held on August 29, 1927, it was voted to offer stockholders of record on September 9 the right to subscribe to additional shares of stock at \$12.50 per share, to the extent of 30% of their respective holdings.

The letter also stated that total sales of the Corporation for the fiscal year ending September 30, 1927, should exceed \$21,000,000, with Kelvinator sales showing an increase of about 100 per cent this year to date, as compared with the same period last year.

In the third quarter, ending June 30, 1927, the corporation earned \$1,079,347.54, which, after setting up ample reserves and writing off all items necessary to make the balance sheet wholly conservative, resulted in net earnings carried to surplus of \$333,792.23. After making such charges, the corporation had as of June 30, 1927, special reserves amounting to \$752,587.07, exclusive of reserves for depreciation.

In closing, President Woodbridge says: "While it is difficult to estimate definitely the profits for the coming year, a careful study of the present situation, taking into consideration the now assured operating economies and a normal increase in volume would indicate that we should realize a net profit for the fiscal year commencing October 1, 1927, of at least \$3,000,000, which should represent approximately \$3 per share."

(Continued on Page 2)

FRIGIDAIRE MAN IN BOSTON SUBSCRIBES FOR 10 YEARS

Express Confidence in the News by
Long Term Enrollment

Wm. Lev. Cummings, of the Home Electric Light and Power Equipment Co., New England distributor for Delco-Light and Frigidaire, 743 Boylston St., Boston, Mass., has no doubts about the future of the electric refrigeration industry or his interest in it. Furthermore, he is fully convinced of the value of ELECTRIC REFRIGERATION NEWS and its substantial character. He does not intend to be bothered by subscription bills once a year and he is taking no chances in future increases in the subscription rate. As substantial evidence of his viewpoint, he has taken advantage of the rate offered up to September 15 and has enclosed a check for \$10 with the terse instructions, "Please enter my subscription for ten years."

ISKO CO. BEING REORGANIZED; TO BE MOVED TO NEW YORK

It is reported that the Isko Company, Chicago, manufacturers of the Isko electric refrigerator, is being reorganized and that the factory will be moved to New York City. Until reorganization is completed the affairs of the company will be directed by the Electro Vacuum Refrigerator Company of New York City.

A branch office will be maintained in Chicago. Names of the officers of the reorganized company are not yet available.

FRIGIDAIRE OFFICE HEADS HOLD MEETING AT DAYTON

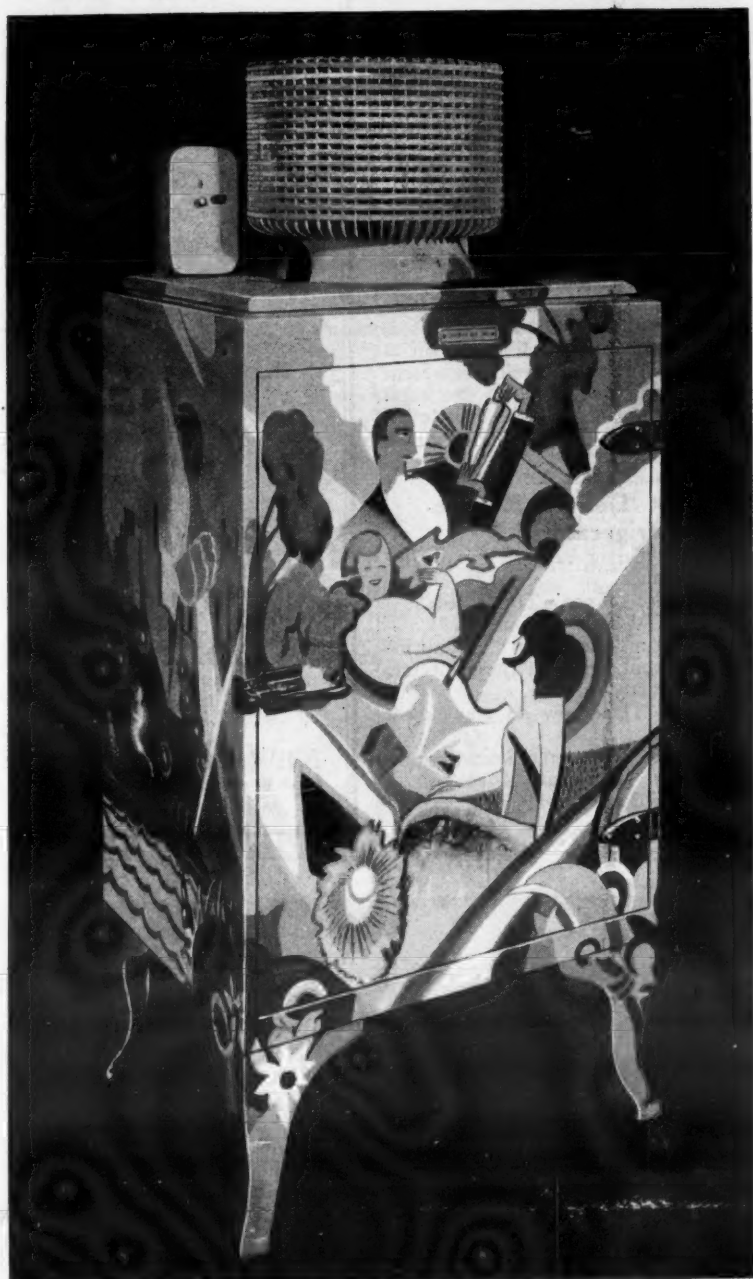
A two-day meeting of office managers of Frigidaire and Delco Light branches and contributors from all parts of the country was opened September 7 with a meeting at the Engineers' Club in Dayton. Inspection of the plant and service school, a tour of the offices, and a business session took up most of the time of the two-day meeting.

Talks were made by the following: H. W. Prior, general sales manager of Frigidaire Corporation; H. W. Arnold, of the Delco-Light Company; E. A. Fisher, manager of branch operations; E. D. Doty, advertising manager; R. G. Hutchison, of the General Motors Acceptance Corporation; J. B. Clark, assistant treasurer and comptroller, and F. O. Pansing, credit manager.

Included in the 75 to 80 officers was one woman, Miss Elizabeth Schmueling, who is in charge of the St. Louis distributor's office. She has been with the St. Louis office for 11 years, and has in her home one of the first Frigidaires installed in the city.

Formed condenser coils
No Scale. Smooth inside. Formed and fabricated to your order. Write for Prices
1431 Central Ave., Detroit, Mich.
WOLVERINE
SEAMLESS COPPER AND BRASS TUBING

Futuristic Decorations On Refrigerator Designed to Please Movie Star



On page seven of the August 31 issue brief mention was made of a decorated electric refrigerator which was recently displayed in New York City. The cabinet shown here is the one referred to, and was featured in the showroom of Rex Cole,

Inc., New York distributor for General Electric. It was rumored that these fantastic decorations, by Lambert Guenther, were made to please the taste of Nazimova, movie star. It is reported that the decorations cost more than the refrigerator.

GEORGIA POWER SETS PRIZES AND QUOTAS FOR \$100,000 DRIVE

Plan To Average \$6,250 Daily
Sales September 7 to 24

The Georgia Power Company, Atlanta, is in the midst of another electric refrigerator campaign, which started September 7 and ends September 24. *Frigid-Ometer*, the new campaign dope sheet, states that a bogie of \$100,000 has been set. This means that daily sales must average \$6,250.

Prizes and quotas have been set for both the Atlanta and the district offices. The special prizes for both Atlanta and the districts are listed here.

ATLANTA PRIZES: (Salesmen Only)
First: White gold Hamilton watch—suitably engraved—to salesman selling the greatest number of Frigidaire units (based on money value).
Second: \$75.00 in cash, or a watch, to salesman selling second greatest number of Frigidaire units (based on money value).

(Supervisors Only)
These prizes to include sales supervisors of Frigidaire Corporation as well as those of Georgia Power Company.

First: \$65.00 in cash to supervisor selling the greatest per cent of his quota.
Second: \$35.00 to supervisor selling second greatest per cent of his quota.

DISTRICT PRIZES:

\$75.00 white gold Hamilton watch, to Superintendent whose District sells the greatest per cent of his quota.

\$100.00 prize—To be divided among salesmen of District selling greatest per cent of their quota.

(Note: Superintendents will not share in this prize.)

\$65.00 prize—To District standing second in per cent of quota sold.
35.00 prize—To District standing third in per cent of quota sold.

The quotas shown above are listed in detail with the thought in mind that they may afford a chance for comparison and

(Continued on Page 13, Col. 1)

G. E. Distributors Hold First Convention at "Camp Refrigeration"

Island in Lake Ontario, Famous as Shrine for Electrical Men, Scene of Enthusiastic Meeting

Association Island, New York, where many meetings of the General Electric Company have been held each summer for years past, and which is known to various groups as the home of "Camp Engineering," "Camp Merchandising," "Camp Cooperation," and other distinctive sessions, was utilized for the first time September 5-8 for "Camp Refrigeration." This, the first convention of the distributors of the G. E. electric refrigerator, was marked by the ceremonies and rituals, athletic and aquatic events, fun and work which have become a tradition at the picturesque island off Henderson Harbor, not far from the celebrated Thousand Islands.

Opening Address By Dr. Eaton

Soon after landing, the gathering was addressed by P. B. Zimmerman, sales manager, who was followed by Honorable Charles A. Eaton. Then T. K. Quinn, manager, welcomed those assembled in an inspiring address.

Dr. Eaton carries many titles, being Congressman from New Jersey, but it was in his capacity as a G. E. man that he brought to the large group in the center of the Mall the message to the many hundreds of newly acquired "children."

"You belong to the General Electric Company now," he said, "and it belongs to you. You are its children, and this great corporation is proud of you. I am sure that you in turn must feel a deep sense of happiness and pride in your parents, for they are among the greatest in all the world."

"The General Electric Company is truly one of the most remarkable institutions in industry and in finance. It has probably contributed as much as any other one factor toward the advancement of civilization as we know it today. It has done much for the promotion of comfort and peace, and now with this new refrigerator we might add good digestion to those other two."

"Internationally, the influence of the General Electric Co. extends to the farthest corners of the globe, where in its scientific research it has sought every conceivable means of bringing to mankind a greater happiness."

Dr. Eaton made particular reference to the large group which had been gathered and paid a pretty tribute to the executives for having found in so short a time a large assemblage of merchandisers. Referring to Mr. Quinn and to Mr. Zimmerman, the manager and sales manager, respectively, Dr. Eaton told of the rise of these two men in the ranks of the General Electric Company. Continuing, Dr. Eaton said:

Tribute to Young and Swope

"There are two great men at the head of the General Electric Company. I wish it were possible for all of you to know them personally. Those two men stand out as great leaders in America because they are men of vision; men of understanding; men of profound faith in mankind."

"There is Owen D. Young. Those of us who know him appreciate his true greatness. The story of that man is known to all of you. It is needless for me to tell it again. But where in the annals of life can be found a parallel."

"And that other great leader. We hoped that he would be here today. In fact, we expected him—Gerard Swope. To have seen him would mean to reverence him, and to have heard him talk would have been to love him. He is a great engineer. A great executive. A great citizen."

"It is in the hearts and minds of these two great men that all that we have here has been evolved. To them this Electric Refrigeration Department is as vital as the greatest and most successful of all the hundreds of departments of this gigantic business."

Research and Production Executives Address Conferees

The business sessions occupied most of the daylight hours at the Island, so much so that there was little time left for the program of sports events which had been outlined. It was felt that the men had assembled for work rather than for play. The purpose of the assembly was to discuss problems, exchange ideas of mutual interest, and to meet and mingle in good fellowship.

The production and engineering problems were discussed at considerable length during the week's program. W. R. Burrows, vice-president in charge of manufacturing, gave a most interesting talk Monday afternoon on "Mass Production Plans and Facilities." L. A. Hawkins of the Research Laboratory spoke on what science is doing. Both of these men brought concrete proof that the General Electric Company was in position to supply the market from now on, no matter how fast it developed. They showed clearly that the laboratories and factories were hard at work on the product which the company has been working on for the past fifteen years.

Details of the advertising program for the promotion of the G. E. refrigerator furnished one of the most lively sessions of the entire week's program. All of Tuesday afternoon's program was devoted to the subject and the Town Hall, where all sessions were held, was well filled by those who were most interested in the part which advertising is playing in educating the public to an appreciation of electric refrigeration.

Other topics discussed were cabinets, warehousing, selecting dealers, dealers' discounts, resale operations, direct selling, the apartment house business, quotas, and the partial payment plans—in fact, no phase of the manufacturing and marketing of electric refrigerators was omitted. Many of the subjects were debated at considerable length.

The Convention occupied four days, and the close indicated that a very profitable time had been spent. P. B. Zimmerman was chairman of business sessions, and as such requested Mr. Quinn to deliver the closing address.

List of Conferees

Albert Ahrens, Ahrens Supply Co., Oklahoma City, Okla.; W. D. Alexander, Jr., Alexander-Seewald Co., Atlanta, Ga.; A. M. Allemang, Domestic Elec. Co., St. Louis, Mo.; Ray Arnold, Elec. Refr. Co., Milwaukee, Wis.
T. E. Babson, Elec. Ref. Dept., Newark, N. J.; G. W. Bach, George W. Bach, Inc., Sioux City, Ia.; P. W. Banks, Maine Elec. Co., Portland, Me.; R. Bard, Bard & Barger, Inc., Columbus, Ohio; T. Barger, Bard & Barger, Inc., Columbus, Ohio; G. T. Bauder, G. T. Bauder Co., San Diego, Calif.; L. H. Bennett, Oakland, Calif.; Geo. Belsey, The George Belsey Co., Los Angeles, Calif.; E. W. Berry, Ranger, Texas; R. H. Boaz, Ray H. Boaz Co., Memphis, Tenn.; H. F. Boechner, Gerstenberger, Inc., Lincoln, Neb.; H. G. Bogart, The H. G. Bogart Co., Akron, Ohio; J. L. Bouton, Salisbury, Md.; H. H. Bosworth, Elec. Ref. Dept., Cleveland, Ohio; L. L. Bowyer, Elec. Ref. Co., Milwaukee, Wis.; C. S. Bradt, Wheeler-Green Elec. Co., Rochester, N. Y.; B. J. Brown, Elec. Equipment Co., Morgantown, W. Va.; C. K. Brown, W. H. Corrin Co., Oil City, Pa.; Roy Blount, M. K. Sweeney Co., Denver; L. E. Buetow, Morley Bros., Saginaw, Mich.; Ross Bulpitt, F. S. Bulpitt & Sons, Taylorville, Ill.; E. Brauning, Am. Lt. Co., Zanesville, Ohio; Judson C. Burns, Philadelphia; R. Paul Burns, Philadelphia; J. K. Bywaters, Reid & Bywaters, Fort Worth; W. R. Burrows, General Electric Co., New York.

(Continued on Page 5)

NEW LABEL LAW BOOMS ELECTRICALLY COOLED CABINETS

Must Keep Labels on Bottled
Goods, Says California

The passage by the State of California of a bill requiring that all bottlers sell their products with labels affixed showing the ingredients in the mixture, has brought about the passage of similar laws in other states and has introduced the electrically refrigerated bottled beverage cabinet as a solution to the problem.

With the old ice pack cabinet there was no possibility of keeping the label on, as the outside was always wet. Knowing this, unscrupulous dealers could foist onto the public goods either impure or inferior.

With the electrically refrigerated cabinet there is no trouble in keeping the labels on and the drinks when served are at the temperature at which they taste best.

While the law applies to other than bottled drinks, its effect is greatest here. The bill as introduced by the State of California follows:

The California Law

"Every person manufacturing, blending, compounding or concocting any substances in the form of food, liquid, liquor, flavoring extracts, or condiments to be used in or as food, drink, condiment or flavoring extract by any human being, must place and keep placed on each package, bottle, vessel or container, containing such mixture, compound, blend of food, liquid, liquor or condiment, or flavoring extract, a label on which shall be printed the specific name of each ingredient or ingredients used in the mixture, blend, compound, concoction, condiment, or flavoring extract."

"Each person keeping for sale, offering for sale, or selling or giving away to another person any of the food or foods, drink or drinks, liquid or liquids, liquor or liquors, condiments or flavoring extracts described in section one of this act, must place and keep placed on each package, bottle, vessel or container containing such foods, liquids, liquors, condiments, or flavoring extracts, a label on which shall be printed the specific name of each ingredient or ingredients contained in the mixture, compound, blend, concoction, condiment or flavoring extract to be used or consumed for food, drink or medicine by a human being."

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ELECTRIC REFRIGERATION CORP. OFFERS NEW STOCK ISSUE

share on the total stock outstanding upon the completion of this financing."

Letter to Stockholders

The letter by Mr. Woodbridge to the stockholders is reprinted in full below: "The writer assumed the duties of general manager of your Corporation, in charge of all its operations, on March 1, 1927. The ensuing time has been spent in careful investigation and analysis of the Corporation's financial requirements and its operating results in its manufacturing plants and in its sales fields.

"During the past year, a considerable portion of the Corporation's available working capital and earnings were expended by the preceding management in the modernization and improvement of its plants and in an extensive sales and advertising program in preparation for future increased sales. No further expenditures are considered necessary for that kind of preliminary development. From now on the Corporation should reap material benefits in decreased costs and increased volume from these expenditures already made.

Important Economies Effected

"Up to March 1, 1927, the economies expected through the merger of the three manufacturing and sales units, Kelvinator, Nizer and Leonard, had been only partially realized. Since that date manufacturing in Detroit has been concentrated in one plant, and all manufacturing at Detroit and Grand Rapids combined under one manufacturing head. Large savings have been effected through this consolidation of operations and through revised sales policies. Had the benefits of these economies been fully realized during the present fiscal year, the savings to the Corporation would have been at least \$3,000,000.

"The inauguration of a new administrative policy and program requires more time to register its full effect than had yet been available. Nevertheless, we are pleased to report that in the third quarter ending June 30, the Corporation earned \$1,079,347.54, which, after setting up ample reserves and writing off all items necessary in the opinion of your management to make the balance sheet of the Corporation wholly conservative, resulted in net earnings carried to surplus of \$333,792.23. After making such charges, the Corporation had as of June 30, 1927, special reserves amounting to \$752,587.07, exclusive of reserves for depreciation. It is improbable that all of these reserves will be required.

Welcomes General Electric Competition

"A definite market has already been established for electric refrigeration. This fact is recognized by such concerns as General Electric, whose entrance into the field this year helps strengthen the industry. During the year the Corporation has enjoyed a most satisfactory volume of sales, both in the United States and in the new and developing field abroad. The total for the fiscal year ending September 30, 1927, should exceed \$21,000,000. While the field is competitive, Kelvinator has maintained its position of quality leadership in the household field for twelve years. Nizer was the pioneer in commercial electric refrigeration. Leonard ice boxes have been sold for forty-eight years and nationally advertised for twenty-nine years, and it is the largest manufacturing unit of its kind in the world. The good-will of the Corporation is second to none in the field, and the acceptability of its products, Kelvinator, Nizer, and Leonard, stands amply demonstrated. Nizer and Leonard sales this year were less than expected, owing to weather and to other causes which I believe will not reoccur. This was, however, more

than offset by the fact that Kelvinator increased its sales of household refrigerating units about 100 per cent this year to date, as compared with the same period last year. This indicates its ability to hold its place in competition.

"Since August 1, 1926, there has been expended on plant extensions a total of \$6,049,012, and in addition the Corporation has furnished \$1,000,000 as capital to its subsidiary, Refrigeration Discount Corporation, to help finance the sale of units on a time basis. These funds were only in part secured from the sale of securities by the Corporation and Electric Refrigeration Building Corporation, and the balance taken out of working capital.

New Issue Offered to Shareholders

"Earlier in the year I saw an opportunity to improve the Corporation's current position by the sale of 42,000 shares of stock at \$22.50 per share. To completely restore the Corporation's current position to an entirely satisfactory one and enable it to handle its present and expanding business, makes desirable the introduction of further capital. Accordingly, at a meeting of the Board of Directors held on August 29, 1927, it was voted to offer to stockholders of the Corporation the right to subscribe to additional shares of no par value capital stock at \$12.50 per share, to the extent of 30% of their respective holdings. This offer will be made to stockholders of record at 3:00 o'clock P. M. Eastern daylight time on September 9, 1927, including as stock of record for such purpose the 42,000 shares of capital stock above-mentioned, which shares are in the process of being listed. Transferable subscription warrants will be mailed to stockholders promptly thereafter, and payment of subscriptions must be made either in full, \$12.50 per share, on or before September 29, 1927, or in two installments, \$5.00 per share, on or before that date, and \$7.55 per share, on or before October 29, 1927.

"Your directors have determined that this issue of stock shall be first offered to the stockholders, because it is being sold at a price materially less than the minimum price ever before received by the Corporation for any of its stock, and in the belief that the offering price is such that many of the Corporation's stockholders will desire to take advantage of an opportunity to average the cost of their stockholdings. The offering has been underwritten by the Corporation's bankers, who have contracted to purchase any stock which may not be subscribed for by the stockholders, thus assuring the Corporation that the entire amount of the offering will be taken. The underwriters will receive as part compensation for their services an option to purchase an additional 50,000 shares of stock at a price of \$20.00 per share.

"A balance sheet of the Corporation as of June 30, 1927, giving effect to all financing to date, including this offering of stock, is appended hereto. All items of the balance sheet have been carefully reviewed and all necessary reserves have been set up to bring all items, including inventories, down to a conservative basis. The Corporation's inventory is a salable inventory, the normal liquidation of which will greatly reduce outstanding payables by the end of the fiscal year, namely, September 30th. As shown on the balance sheet, the book value of the stock to be outstanding after this financing will be about \$15 per share, exclusive of patents and good-will.

"It is the belief of your President that this financing will provide adequate working capital and place the Corporation in excellent financial condition.

Estimates Earnings Next Year at \$3.00 Per Share

"In conclusion, I would like to say, after five months of study of the affairs of your Corporation, that I can see a very generous measure of success ahead of us. A careful study of our market indicates that

a steady increase in volume of sales should continue during 1928, as it has in 1927, and that the sales throughout the entire year will become more nearly uniform. Although at the present time the great proportion of sales is still being made in the first six months of the calendar year, and although the benefit of the economies put into effect by the management have not yet been fully realized, nevertheless, I believe that losses, such as were incurred by the Corporation during the last six months of 1926, will not be repeated, but will be substantially reduced, if not entirely eliminated, during the last six months of the calendar year 1927.

"If the economies already assured had been effective throughout the present fiscal year, the resultant savings to the Corporation of at least \$3,000,000 would have provided a handsome profit instead of the loss expected for the fiscal year ending September 30, 1927. While it is difficult to estimate definitely the profits for the coming year, a careful study of the present situation, taking into consideration the now assured operating economies and a normal increase in volume would indicate that we should realize a net profit for the fiscal year commencing October 1, 1927, of at least \$3,000,000, which would represent approximately \$3 per share on the total stock to be outstanding upon the completion of this financing.—C. K. Woodbridge, President."

Why Not Deliver Electric Refrigerators?

Cheerleader: "Going back to the old ice wagon this summer?"

Star Halfback: "Nope. That's out."

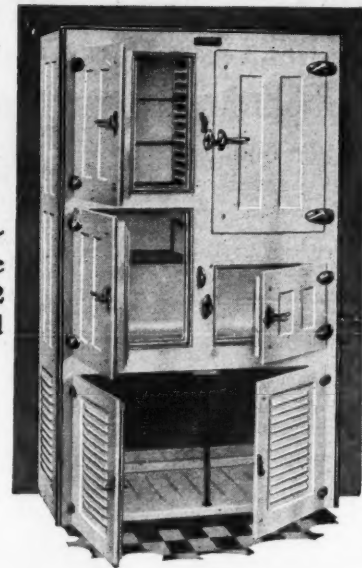
Cheerleader: "What's the matter?"

Star Halfback: "There won't be any ice wagons, I'm afraid, with all these electric refrigerators coming in."

Cheerleader: "Then how do you expect to keep in trim?"

Star Halfback: "I don't know—we've got some tough games ahead of us. I think I'll deliver Saturday Evening Posts." —Life.

BOHN SYPHON REFRIGERATORS



Beautiful, Distinctive. Can be had in 7, 9 and 12 cubic foot net food storage capacity.

White Porcelain Enamel inside and outside. The machine compartment is ideal for storage space where remote installation is made.

For Electric Refrigeration

Write for Full Particulars

Bohn Refrigerator Company

SAINT PAUL, MINNESOTA

These Models are on Display at our own Stores in

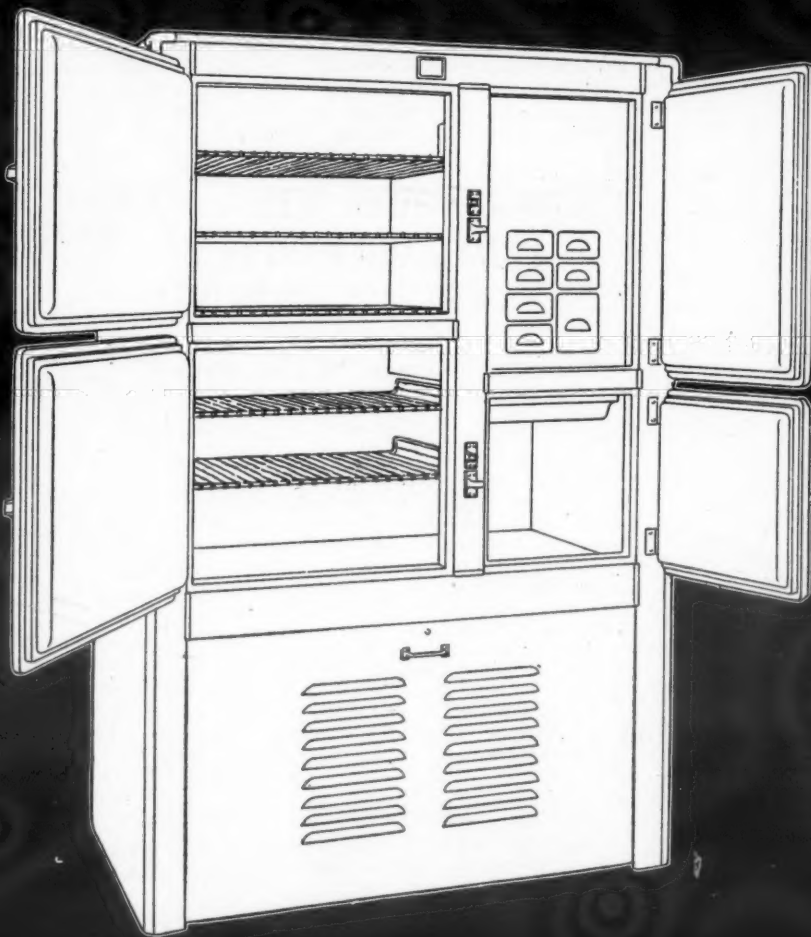
NEW YORK
5 E. 46th St.

CHICAGO
227 No. Michigan Blvd.

BOSTON
707-709 Boylston St.

Copeland

DEPENDABLE *Electric* REFRIGERATION



Responsible men who can show promise of building a local business in keeping with Copeland's nation-wide success are invited to correspond with Copeland Sales Company, 630 Lycaste Avenue, Detroit, Michigan. They will learn why Copeland Dependable Electric Refrigeration is preferred by the public, and the reasons why the Copeland franchise will prove profitable.



Wirfs Gasket assures Electrical Refrigeration Efficiency

An electrical unit can only be as efficient as the box in which it is installed. Poor door contacts on wood or metal boxes mean that any unit will have to operate a greater number of hours to maintain an efficient refrigeration temperature. This means added operating cost.

Wirfs PATENTED "AIRTITE" Gasket

Keeps the cold air in and the warm air out and maintains the proper zone of refrigeration with fewer operating hours. Wide awake dealers have found that it usually clinches the sale. Most manufacturers supply boxes equipped with Wirfs; write us for their names and a sample.

E. J. WIRFS ORGANIZATION, Inc., 135 S. 17th St., St. Louis, Mo.

Increasing Central Station Load By Effective Salesmen's Compensation

Straight Salary Plus Commissions Based on Load-Building Value of Appliances and Extra Bonuses Produce Salesmen of Desired Quality

By E. H. Acker
Central Hudson Gas & Electric Corporation
Poughkeepsie, N. Y.

Compensation of the salesman is only one factor in the success of a selling effort. Matters of advertising, prices, terms, supervision and many others can be stated as of equal importance. I would like to urge, however, that the matter of compensation of the salesman, properly related to the other factors in selling, is the most vital factor of all, inasmuch as it most directly influences the man-power back of the selling effort.

The question, which has been before the industry, has been the elimination of the old straight commission basis of compensation and the substitution of a new method which will influence the salesman to put his sales effort on load building appliances rather than on appliances having a high selling price. In most organizations the merchandise salesman has long been considered in a somewhat different light than employees in other phases of the business. He has been a high pressure man, and because the results of his efforts could more readily be measured than the results of the efforts of other classes of employees, he has in most cases been paid an amount dependent only when the obvious results produced—in other words, a straight commission on gross volume of sales—pretty generally against a drawing account. We have all of us had the experience of high turn-over under such conditions and the house-to-house salesman has come to be considered as somewhat of a temperamental individual—born, not made—and one who cannot be depended upon for steady, all-year-round productiveness.

I am convinced that the characteristics of the salesman depend largely upon the method of compensating him for his services, and I am further convinced that through our method of compensation we can control his efforts and obtain more nearly the results which we desire.

What the Central Station Expects From Appliance Salesmen

What do we want from our salesmen? We want, first, *loyalty*—together, of course, with all the other personal characteristics which we expect in any employee. Can we expect loyalty from a man to whom we do not give continuity in earnings? We expect loyalty from our other classes of employees, paid on a straight salary basis, and we measure their effectiveness and fix their earning capacity from many different angles. We pay them salaries because the measure of the direct results produced is intangible. On the other hand, merely because *one* measure of the salesman's results is *very tangible*, we pay him a straight commission on his gross sales, leaving out of account all of the other measures of the salesman's value to us—from the standpoint of the incidental services which he may render and the goodwill which he may be developing for the company. I realize that it is to the salesman's own interest to do these things, particularly if he is assigned to a definite area with a specified number of customers to cover. It is, of course, a factor in his ability to sell, to have proper relations with the people who are his prospects. On the other hand, it is entirely possible that the salesman may spend considerable time which results profitably to the company, yet it brings no added compensation to him.

Failure of Straight Commission Plan

Secondly, we want in our salesmen intelligence as representatives of the company. To the customer, the salesman is the representative of the company, and should be in a position not only to sell merchandise,

but to intelligently answer questions as to the company's policies, practices, etc. We cannot expect to develop our salesmen in this way if, on the old straight commission plan, they must of necessity keep their minds on the single track leading to gross sales in dollars for the biggest commission check.

Thirdly, we want *continuity of service*. On the straight commission plan, we have all had the experience of high turnover, and its attendant losses to the company. We are also familiar with the "fly-by-night" who does not earn his drawing account and decamps for new fields.

Fourthly, we want *control over the activities of our salesmen* through proper supervision. The straight commission plan does not readily tie in with any well organized method of routing the salesman or properly covering our customers, inasmuch as it fosters the tendency on the part of the salesman to call on only those whom he considers to be his best prospects. We will all agree, I am sure, that selling is rapidly being removed from the old hit-or-miss class of activity and is becoming more and more subject to intelligent, analytical methods. Our sales departments are acquiring more and more of the technique of investigation and analysis and the selling activity is being removed from the "hunch" class and placed in the same class with the engineering, operating or financial problem.

Fifthly, and last, we want from our salesmen gross merchandise sales in dollars, with the qualification that, as largely as possible, these merchandise sales should represent the sale of load building appliances.

Outline of Plan Successfully Used By Central Hudson

How can these wants be met? There are probably as many answers to this question as there are people in this room. Let me present, however, *one plan* which has proven effective in producing the things we want from our sales force. This compensation plan has been in effect in the company which I represent for less than a year, and is not presented as the ultimate by any means. It is the first step in the development of a *load building sales force* and will unquestionably be modified as to the relations between its various factors, as our new selling methods become stabilized.

The plan provides:

- 1—A monthly salary.
- 2—A monthly commission on gross merchandise sales in dollars.
- 3—A monthly commission based on the load building value of the appliances sold.
- 4—A bonus at the end of each six months' selling period, based on gross merchandise sales in dollars.*
- 5—A bonus at the end of each six months' selling period, based on the load building value of the appliances sold.*

As I said previously, the success of such a plan depends largely upon its tie-in with the other factors in the sales program. It seems obvious to us that a well organized selling activity must be based upon an intelligent analysis of the potential market—upon which sales quotas, expenditures, etc., may be based. Further, it seems essential that the selling effort for the year must be budgeted and planned, having in mind not only the potential market and the sea-

*(Note: Since the above plan was presented, the company has changed the period for which bonuses are paid from six to twelve months.—Editor.)

sonal demand for various appliances, but also the desirability of flattening out the salesman's curve of earnings.

Sales Bogies Based on Market Analysis

Having completed a market analysis of our gas and electric customers, and having established the present saturation on various appliances, we have assumed that each customer should be called upon at least three times every year—preferably four times. From the experience obtained during our market analysis, which was carried on by our entire sales force, we have assumed that one salesman could make from three to four calls a year on from 1,000 to 1,200 customers. The territory allotted to our salesmen is based on these assumptions. We have further assumed that if these calls were made, we could expect a minimum of \$12,000 per year gross merchandise sales from an average salesman, and up to \$18,000 per year gross merchandise sales from a salesman better than the average. We have based our compensation plan, therefore, upon the assumption that each salesman will produce \$1,000 gross merchandise sales per month, or \$12,000 per year.

The details of the plan are as follows:

- 1—A salary of \$100 per month.
- 2—A merchandise commission of 4% on the cash selling price of gas and electric appliances (except refrigerators).†
- 3—A load building commission of 15¢ per M. cubic feet yearly estimated consumption of the appliances sold. The yearly rating on appliance consumption is used. (The load building commissions for the electric appliances are 2½¢ per k.w.h. for the first 100 k.w.h. of yearly consumption, and ½¢ per k.w.h. on excess over 100 k.w.h. yearly consumption.)
- 4—A bonus each six months of 5% additional merchandise commission on all business in excess of \$6,000 gross sales for the six months period; and

(Continued on Page 4)

†Note: Gas and electric salesmen have since been separated. Electric salesmen now handle all electric appliances, including refrigerators.

An Service for REFRIGERATORS

Private Laboratories
for Experimentation

Several important inventions have been developed in the privacy of the well equipped individual laboratories at E.T.L. These are available for rental

Tests
for Information or for Data of Record

Chemical, mechanical and electrical tests of units and parts may be carried on with adequately manned, modern test and research facilities, either by the experimenter or the E.T.L. staff

Specifications

Technicians in many fields, comprehensive experience and library facilities make E.T.L. also the place to develop performance specifications. These are available to the refrigeration industry at—

KNOW
—by Test

Electrical Testing Laboratories
80th Street and East End Ave.
New York N.Y.

Thirty years in the Service of the Electrical Industry.

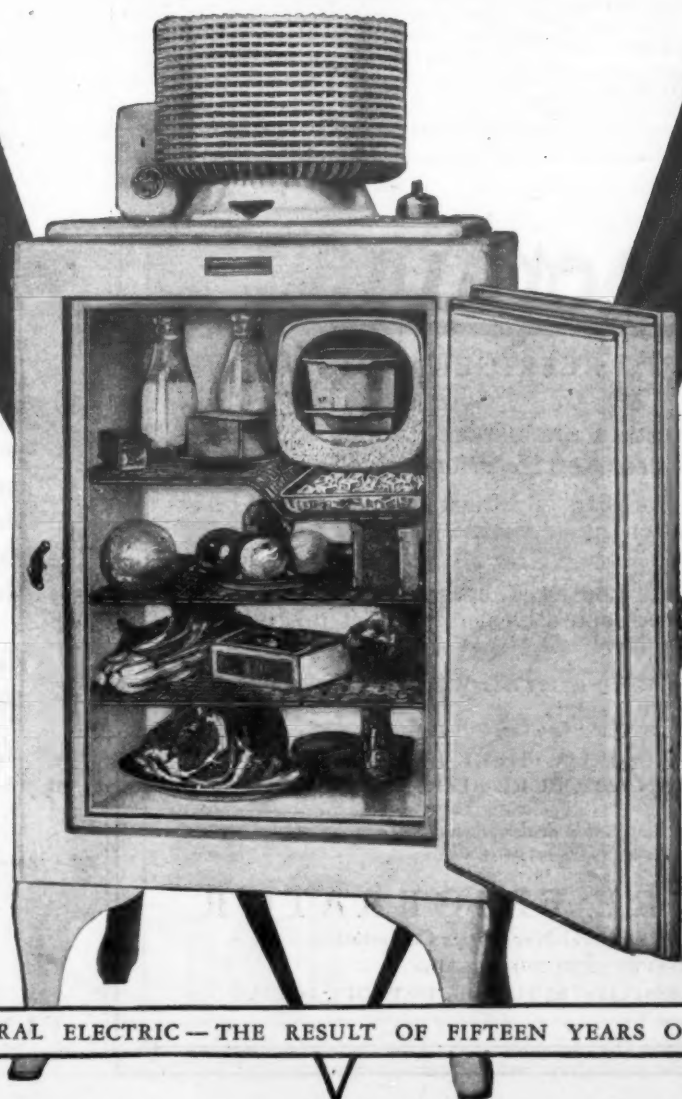
No belts, fans or drain-pipes

To the dealer who is familiar with the problems of electric refrigeration, the statement that the General Electric Refrigerator has no fans, belts, drains or stuffing boxes, means that it has eliminated the greatest part of his servicing job.

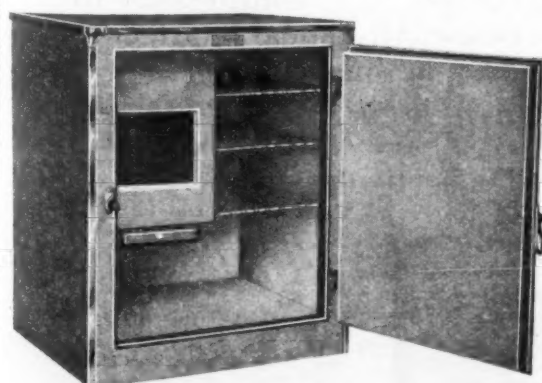
And when he learns that it never needs oiling because a permanent supply of special oil is enclosed in the hermetically sealed casing, he knows that servicing will actually be reduced to a minimum.

Electric Refrigeration Department
of General Electric Company
Hanna Building Cleveland, Ohio

GENERAL ELECTRIC Refrigerator



Crystal and White Steel APARTMENT REFRIGERATORS



No. 652

Write for catalog and prices and sample wall section showing pure cork insulation.

CRYSTAL REFRIGERATOR CO., Fremont, Nebr.
MAKERS OF STEEL REFRIGERATORS SINCE 1910

for Remote Installations

Are going into apartment homes all over the country

Apartment house multiple hook-ups require an efficient cork insulated refrigerator, like the "Crystal" or "White Steel."

In a recent test of our No. 652 connected with a Universal machine a uniform temperature of 45° was maintained with the outside temperature ranging from 75° to 90° and with machine operating only one-third time.

Sizes up to 20 cu. ft. for self-contained units and remote installations. Prompt service on special sizes. Send sketch or blue-print.

THE CREATION OF GENERAL ELECTRIC—THE RESULT OF FIFTEEN YEARS OF INTENSIVE RESEARCH



Mr. Dealer Says—

While in our office estimating a possible commercial installation—in blows a young fellow and out blows a cloud of cigarette smoke, and amid the rings he informs us that he is "district manager" for "Blank" Company, and a conversation like this starts:

"Now what we want you to do is take on our line—for we have the finest and cheapest five foot cabinet on the market"—and he sings his song.

A youngster hardly out of his teens—having sold electric irons for

some power company—starts to tell us how to sell electric refrigeration, how to finance our business, how to run our accounting, how to build a service department—all sounding like a dream from the fertile mind of some sales manager who never had sold a machine himself or put any of his own money into a dealership.

He was quite proficient in telling us what the factory wanted.

What the factory wants and what we need are two different things.

Did he tell us what the factory was doing in order to sell the consumer on their particular machine, how much service trouble they were having with the machine, or whether their dealers were really making money out of electric refrigeration and how they were doing it? He did not—never having tried it himself he did not know.

He was repeating the untried opinion of someone else.

COMPENSATION PLAN FOR SALESMEN INCREASES LOAD ON CENTRAL STATION LINES

(Continued from Page 3)

50% additional on all load building commissions earned in excess of \$175 for the six months period.†

The plan as stated appears complicated, but in practice works out simply if daily records of each salesman's results are kept. Refrigeration sales for the present are handled by special salesmen, who are paid on a separate compensation plan.

The salary of \$100 per month allows us to secure salesmen of the type we require, to assist new men during their period of training, to control the activities of our sales force and to place the salesmen on somewhat the same basis with the organization as other employees. We expect that each salesman, in order to justify his salary, will sell at least \$1,000 worth of merchandise each month, and we feel that it is our responsibility to so plan our sales activities that this will be entirely practicable.

Competition Between Three Divisions

The territory of our company is divided into three divisions, each of which has its separate sales force headed by a sales supervisor. In order to eliminate the salesman selling less than \$1,000 worth of merchandise each month, as far as possible, we run a continuous competition between the three divisions, which is based each month on the sales of the low man in each division. The division having the highest of the three low men for the month wins one point. At the end of the year the division having won the greatest number of points wins a cash prize, which is divided equally among all of the salesmen in that division.

The merchandising commission was retained, of course, to produce volume of sales to carry the merchandising activity. The load building commission influences the salesman to concentrate on devices which bring the greatest revenue from sales of gas. It compensates for the loss of merchandise commission to the salesman during a campaign on merchandise having a low selling price but high load building value. The canvassing of our salesmen is controlled by the sales supervisor. The

†Note: The point at which bonuses are paid has been raised to \$18,000 per year instead of \$6,000 for a six-months' period.

results of our market analysis are kept in a Kardex file having a complete record for each individual customer. Each day the sales supervisor gives to each salesman the prospect cards to be covered for the day. The salesman not only interviews the customer with respect to the sales of new appliances, but brings up to date the record of appliances already installed. Furthermore, he reports any requests for servicing or any complaint of the customer. Space is provided on the card for such reports and for the report of the satisfactory completion of the job.

The six months bonus is paid for two reasons: first, as our gross sales per man under our method of compensation increase over \$1,000 per month, our selling expense in percentage decreases and the men who obtain this increase in business are worth more to us; second, the payment of the bonus at the end of a six months period has a stabilizing effect and from actual experience has done much to decrease our turn-over of salesmen. The bonus is not paid unless the employee has been with us for the full six months period.

Appliance Salesmen Must Make a Good Living

The compensation plan, frankly, recognizes the fact that, in order to build up a sales organization which will be sufficiently flexible to assure the success of its load building activities, it is absolutely essential that the salesmen be in a position to make not only a good living, but at least as much, if not more, than they could make in a similar line of work elsewhere. Our load building plans in connection with this method of compensation have necessitated the modification of our campaign method of selling. Through actual experience we have found that load building can be advanced and gross volume of sales increased by campaigning two or three appliances at the same time. The salesman has a greater diversity of effort and the opportunity is afforded to campaign a load building appliance at the same time that a gross volume building appliance is being campaigned, so that the one will compensate for the other in the merchandising statement.

An indication of the effectiveness of the compensation plan as outlined is found in our results for the first four months of this year. During that period, with about the same personnel, the merchandise dollar sales per meter were increased 48 per cent over the corresponding period of the previous year, when a straight commission basis was in effect.

Good Results From Plan

Our compensation plan has been one of the contributing factors to a very marked improvement in the type of salesmen who are now acting as company representatives. This has been accomplished through the use of several methods: first, through the rapid and almost automatic elimination of salesmen that fall below the bogey of \$1,000 per month for two consecutive months; second, through the psychological advantage of a salary which, although not large, provides an attraction for the more steady and reliable men, preferably those who have families; third, through the enthusiasm of outside men for the compensation plan in its entirety and the consequent higher type of applicant for vacancies in our sales force.

The economic urge is one which cannot be ignored in preparing a compensation plan and in our case we have played upon natural human instincts and pointed out our compensation basis toward the sale of certain desirable load building appliances as, for example, the tank water heater. To elaborate, the present payment for the sale of a tank water heater amounts to 24 per cent of the selling price, while on a gas range selling for \$80 the commission amounts to only 15½ per cent, the difference being entirely due to the load building commission, which is, of course, based on the consumption of the appliances, rather than their selling price. To illustrate the value of this plan, approximately seven times as many tank water heaters have been sold this year to date as were sold during the same period last year, when a straight commission was paid. It would be well to state here that the overall commission percentage has only increased 1 per cent over the straight commission basis.

Our experience to date has indicated that the present method of compensation is much more satisfactory than any previous method we have had in operation, and, although natural developments will undoubtedly bring modifications, the plan has proven sufficiently effective to indicate its fundamental excellence and elemental correctness.

Your Stampings

G., P. & F. can make them at a saving — help design them

The G. P. & F. 15-acre Plant has every known facility for making and finishing stamped and pressed parts from all metals—is equipped with a complete manufacturing just one line. Moreover, the volume of production necessary to serve thousands of plants enables G. P. & F. to buy at maximum quantity prices, which savings are passed on to you.

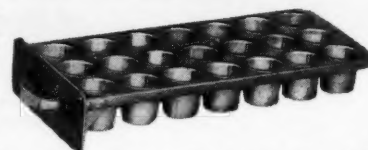
In addition to savings—protection to your production schedule assured by these facts—you have the advantage of G. P. & F. Engineering co-operation. Forty-seven years of specialized experience in stamping design and production is at your command.

Write for the booklet "Stampings."

GEUDER, PAESCHKE & FREY CO.

Sales Representatives in principal cities in all parts of the country
1806 St. Paul Avenue, Milwaukee
345 W. Ohio Street, Chicago

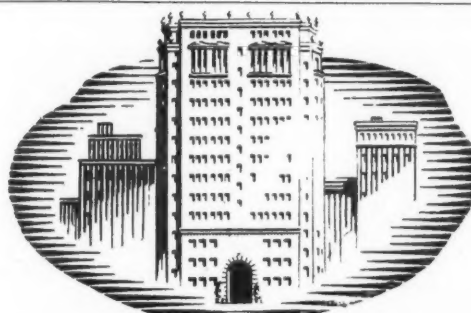
G.P.&F. SERVICE
"KNOWING HOW SINCE '81"



Twenty-one unit (round) tray for household electrical refrigeration made complete by G.P. & F.

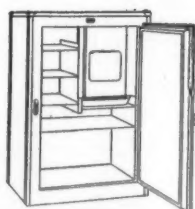


Get This Book



APARTMENT HOMES

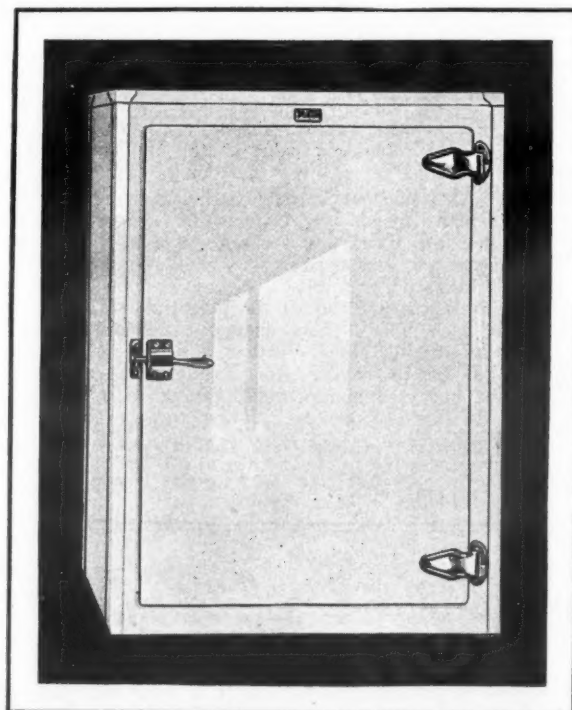
Require this special type cabinet



BEAUTY—glis-
tening white
—long life that
comes with all-
metal construction
—space economy,
yet ample food stor-
age capacity. All of
these features and

many more are combined in these new Rex cabinets for apartment homes.

Scientifically designed to insure correct air circulation—doubly insulated to hold the cold that keeps food fresh



The Rex suite for apartment homes.

and pure — Rex Cabinets promote efficient economical refrigeration.

Rex Apartment Models may be had in varying sizes—with or without compressor unit

space below. All standard refrigerating units can be quickly and easily installed. Address Rex Manufacturing Company, Connersville, Indiana, for complete particulars.



REX MANUFACTURING CO.
CONNERSVILLE, IND. U.S.A.

FINE METAL CABINETS FOR ELECTRICAL REFRIGERATION

Absopure
ELECTRIC REFRIGERATION

SPLENDID results are assured with Absopure Perfected Electric Refrigeration.

There is twenty-five years of refrigeration experience behind Absopure. All of the important problems have been met and mastered.

The great variety of household, apartment and commercial systems enable Absopure Dealers to meet practically every installation problem.

Prices are right—there is an adequate financing plan—and we cooperate with dealers.

IN ALL THE WORLD THERE IS NOTHING BETTER THAN ABSOPURE REFRIGERATION

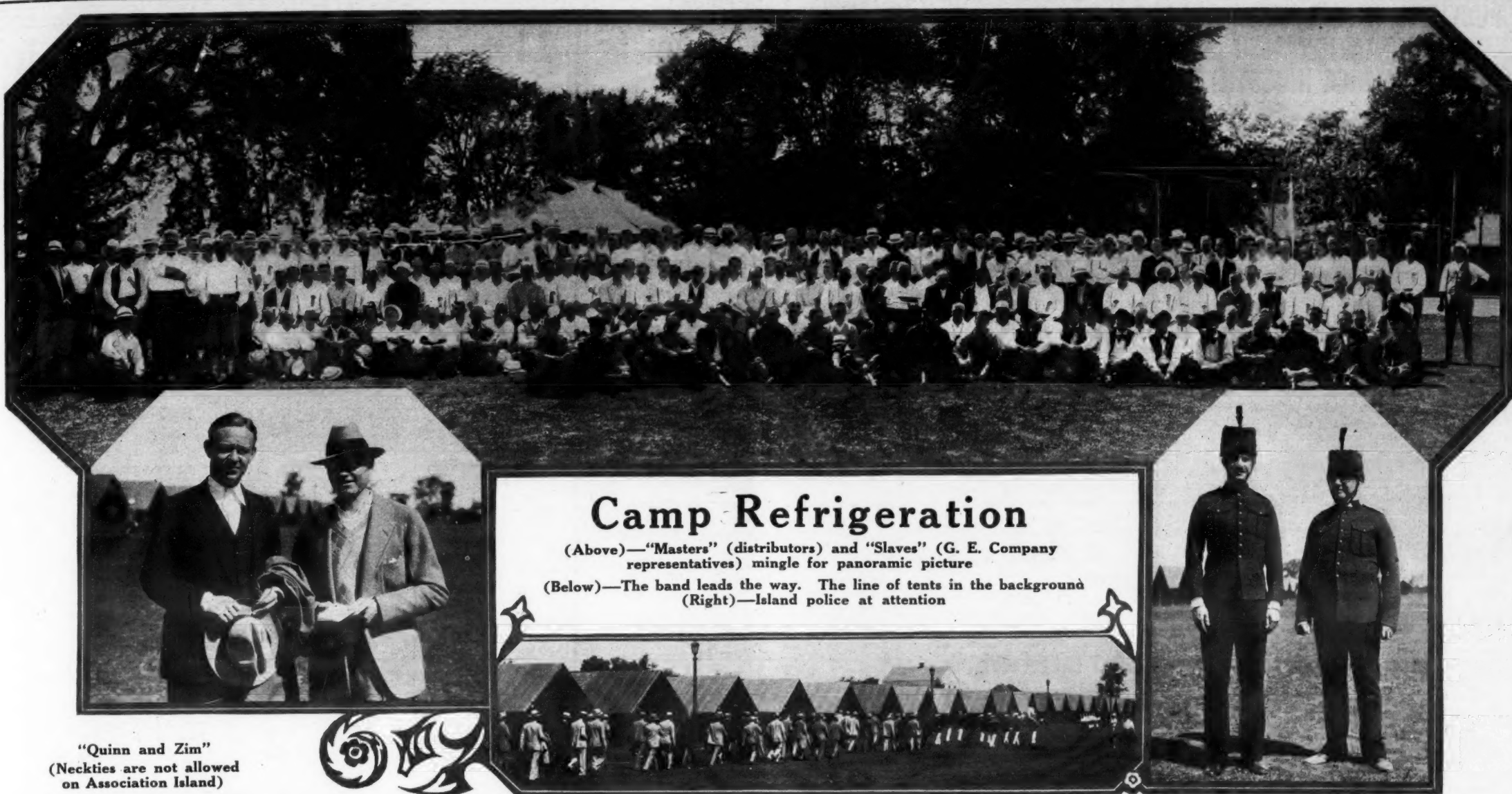
Responsible dealers should write NOW for particulars

ABSOPURE FRIGERATOR

A Division of General Necessities Corporation

DAVID A. BROWN, President

GENERAL NECESSITIES BUILDING, DETROIT, MICH.



Camp Refrigeration

(Above)—"Masters" (distributors) and "Slaves" (G. E. Company representatives) mingle for panoramic picture

(Below)—The band leads the way. The line of tents in the background

(Right)—Island police at attention

"Quinn and Zim"

(Neckties are not allowed on Association Island)

G. E. DISTRIBUTORS AT "CAMP REFRIGERATION"

(Continued from Page 1)

Abry Cahn, Cahn Elec. Co., Shreveport, La.; E. H. Campbell, Rex Elec. Co., New York; P. F. Casey, F. F. Casey Co., Dover, N. H.; H. A. Cheatham, Elec. Ref. Dept., Dallas; L. Clayton, Motor & Equipment Co., Raleigh, N. C.; A. T. Coffin, A. T. Coffin Co., Marshall, Texas; Rex Cole, Rex Cole, Inc., New York; E. O. Cone, E. O. Cone Co., El Paso, K. A. Connelly, F. B. Connelly Co., Billings, Mont.; R. Cooper, Jr., R. Cooper, Jr., Inc., Chicago; C. C. Corpening, C. C. Corpening, Inc., Charlotte, N. C.; E. J. Correll, Correll Ref. Co., Inc., Cincinnati; J. W. Coghlin, Coghlin Elec. Co., Worcester, Mass.; F. H. Cushman, Cushman Ref. Co., Cleveland.

W. J. Daily, Elec. Ref. Dept., Cleveland; R. J. Dallach, R. Cooper, Jr., Inc., Chicago, Ill.; J. F. Derge, Florida Fr. & Lt. Co., Miami; J. T. Dempsey, J. T. Dempsey, Inc., Syracuse; J. T. Dickson, Elec. Ref. Dept., Cleveland; Paul E. Doherty, Doherty-Cutler, Inc., Dubuque, Ia.; J. J. Donovan, Elec. Ref. Dept., Pittsburgh; Chas. P. Dow, Elec. Ref. Co. of N. E., Boston; R. H. Douglas, Ohio Valley Elec. Co., Steubenville, Ohio; L. W. Driscoll, Elec. Ref. Dept., Atlanta, Ga.; A. J. Duffey, Elec. Ref. Dept., Detroit; A. S. Dunning, Kelly How Thomson Co., Duluth.

Dr. C. A. Eaton, Plainfield, N. J.; E. B. Edmanson, Radio Lighthouse, Houston; F. Edwards, Motor Car Equipment Co., Salt Lake City; L. R. Edwards, Elec. Ref. Dept., Cleveland.

J. T. Fagan, General Electric Co., Cleveland; Wm. Farr, Piedmont Elec. Co., Asheville, N. C.; J. E. Flynn, Elec. Ref. Dept., Omaha; A. E. Freshman, Elec. Ref. Dept., St. Louis; G. A. French, Elec. Device Co., Pittsfield, Mass.

I. H. Gerlach, The Norris Co., Youngstown; E. P. Gibson, The Geo. Belsey Co., Los Angeles; E. W. C. Gierke, Arnold-Erwin Co., Davenport; M. A. Glueck, M. A. Glueck, Inc., Kansas City; A. Goldenberg, Am. L. Co., Evansville, Ohio; P. A. Goodman, Elec. Const. Co., Grand Forks, N. D.; E. C. Graham, Nat. Elec. Supply Co., Washington, D. C.; R. J. Grantham, Town of Wilson, Wilson, N. C.; M. A. Greenburg, Eastern Hardware & Supply Co., Atlantic City; J. C. Griffith, Elec. Ref. Dept., New Orleans; S. Grove, Grove Electric Co., Ashtabula, Ohio; D. Guerry, Huntington & Guerry, Greenville, S. C.; A. R. Green, Elec. Ref. Dept., Cleveland.

W. E. Hart, Elec. Ref. Dept., Cleveland; F. T. Harvey, Elec. Ref. Dept., New York; D. S. Harris, Ray H. Boaz Co., Memphis; W. E. Harding, Arkoma Co., Fort Smith, Ark.; H. P. Halvorsen, Eastern Service Co., Boston; O. C. Hamilton, Elec. Ref. Dept., Cleveland; P. H. Harrison, P. H. Harrison Co., Newark, N. J.; H. K. Hawes, Our Phonograph Shop, Nashville, Tenn.; L. A. Hawkins, General Electric Co., Schenectady; S. A. Henry, S. A. Henry, Inc., South Bend; J. R. Himmelsbach, Elec. Ref. Dept., Portland, Ore.; Felix Hinkle, Lumber Co., Evansville, Ind.; W. N. Hogan, Hogan Refrigerator Co., Wheeling, W. Va.; A. M. Hopkins, Arthur Hopkins, Inc., Des Moines; E. R. Howard, E. R. Howard Co., Chattanooga, Tenn.; D. F. Hines, Hines Manufacturing Co., Baltimore; W. L. Holladay, Elec. Ref. Dept., Los Angeles; M. Holz, General Electric Co., Fort Wayne; E. L. Hubert, Hubert Supply Co., Springfield, Mo.; L. P. Hunt, General Electric Co., Schenectady.

A. H. Johnson, Hines Manufacturing Co., Baltimore; L. G. Johnson, Providence; V. L. Johnson, Johnson Bros. Auto Supply, Wichita, Kan.

F. D. Kamerer, General Contract Purchase Corp., New York; E. M. Keatley, Electric Home Appliance Co., Charleston, W. Va.; J. J. Kehoe, Elec. Ref. Dept., Cleveland; R. W. Keiser, Elec. Ref. Dept., Houston; R. J. Kenney, Elec. Ref. Dept., Lowell, Mass.; J. L. Knight, General Electric Co., Schenectady; Henry Klaus, Klaus Radio & Electric Co., Eureka, Ill.; L. R. Klose, L. R. Klose Electric Co., Kalamazoo; F. E. Kopecky, F. E. Kopecky, Inc., Cedar Rapids; B. E. Kragtorp, B. E. Kragtorp Co., Sioux Falls, S. D.; F. Kramer, Elec. Ref. Dept., Kansas City; F. A. Kretzer, J. J. Dempsey, Inc., Syracuse, N. Y.

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York; W. L. Merrill, General Electric Co., Schenectady; L. J. Melvin, Elec. Ref. Dept., Indianapolis; H. C. Mealey, Elec. Ref. Dept., Cleveland; M. Meyers, Woodward Wright Co., New Orleans; G. S. Miller, Elec. Ref. Dept., Springfield, Mass.; L. H. Miller, H. C. Tafel Co., Louisville, Ky.; F. W. Miner, General Contract Purchase Corp., New York; O. W. Mochle, Domestic Electric Co., St. Louis, Mo.; R. S. Montgomery, D. A. Shaffer & Co., Richmond, Va.; R. C. Morley, Jr., Morley Bros., Saginaw, Mich.; J. O. Morris, E. S. & E. Co., Albany; R. J. Morrison, Morrison Electric Shop, Easton, Pa.; P. C. Morganthaler, General Electric Co., Fort Wayne.

E. R. McCarthy, Elec. Ref. Dept., Chicago; R. W. MacComiskey, Hoosier Electric Refrigerator Co., Indianapolis; P. E. McChesney, Gulf States Utilities, Beaumont, Texas; A. L. McCormick, Electric Utilities Co., Detroit; R. E. McMillin, E. S. & E. Co., Albany; T. J. McManis, General Electric Co., Schenectady.

W. G. Nagel, Jr., Lake States General Electric Co., Toledo; S. G. Nease, Johnson Bros. Auto Supply, Wichita, Kans.; L. Neilsen, General Electric Co., Schenectady; J. E. Neilly, Mod. Home Utilities Co., Waterbury, Conn.; E. J. Nellor, Storz Western Auto Supply Co., Omaha, Neb.; E. L. Nelson, E. S. & E. Co., Albany; E. C. Newton, Newton-Parsons Co., Hartford, Conn.; W. C. Nease, Elec. Ref. Dept., Cleveland; W. H. Nutter, Elec. Ref. Co. of N. E., Boston.

W. H. Ochiltree, Ochiltree Electric Co., Pittsburgh; B. F. Overhoff, Domestic Electric Co., St. Louis.

G. S. Patterson, Florida Elec. Ref. Co., St. Petersburg; W. B. Perry, Perry Electric Co., Newport News; F. W. Pitman, Electric Supply Co., LaCrosse, Wis.; A. J. Pinney, Frank Wolf Co., Buffalo, N. Y.; M. E. Pipkin, Rex Cole, Inc., New York.

T. K. Quinn, Elec. Ref. Dept., Cleveland.

G. C. Ray, C. C. Corpening Co., Charlotte, N. C.; L. E. Reid, American Electric Co., St. Joseph, Mo.; W. G. A. Reid, Electric Utilities Co., Detroit; C. E. Reid & Bywaters, Inc., Fort Worth; B. C. Ritter, Elec. Ref. Dept., Denver; C. E. Roesch, Elec. Ref. Dept., Cleveland; C. Rogers, A. C. Rogers, Dallas; Geo. Ruck, Elec. Ref. Dept., San Francisco; Phil Rapsinski, Household Appliance Co., Lansing, Mich.; N. Ronning, Elec. Ref. Dept., Cleveland; A. G. Riddick, Jackson, Miss.

L. G. Sarafian, Piedmont Electric Co., Asheville, N. C.; E. H. Schaefer, Elec. Ref. Co., Milwaukee; J. E. Spence, Altoona, Pa.; J. W. St. John, Madison Gas & Electric Co., Madison, Wis.; H. C. Shannon, Elec. Ref. Co., Minneapolis; J. D. Sheehan, Wheeler-Green Elec. Co., Rochester, N. Y.; H. P. Smith, Elec. Ref. Dept., Cleveland; Shelton Smith, Judson C. Burns Co., Philadelphia; W. E. Smiley, Interstate Public Service Co., Indianapolis; H. G. Smith, Mathews Elec. Supply Co., Birmingham; Stanley Sorenson, Wis. Elec. Ref. Co., Waukegan; L. J. Spiers, Elec. Ref. Co., Atlanta; E. D. Spicer, General Electric Co., Schenectady; Geo. T. Sprau, A. T. Coffin Co., Marshall, Texas; R. Steck, General Electric Co., Fort Wayne; O. D. Street, Lord, Thomas & Logan, New York; C. Steenstrup, General Electric Co., Schenectady; A. R. Stevenson, Jr., General Electric Co., Schenectady; R. Stevenson, Rex Cole, Inc., New York; S. E. Stewart, Elec. Home Appliance Co., Charleston, W. Va.; S. J. Stuart, Stuart Auto Supply Co., Mexico, Texas; W. S. Stiles, Morley-Murphy Co., Green Bay, Wis.; E. C. Stoddy, National Electric Supply Co., Washington, D. C.; D. S. Stophlet, Wis. Elec. Ref. Co., Waukegan, Wis.; Art Storz, Storz Western Auto Supply Co., Omaha, Neb.; H. R. Swank, Swank Hardware Co., Johnstown, Pa.; Gerard Swope General Electric Co., New York.

A. T. Taft, Elec. Ref. Dept., Cleveland; W. H. Taylor, Elec. Ref. Dept., Milwaukee; G. P. Thompson, Automatic Appliance Co., Oakland, Calif.; Roy Thurman, Battle Creek Maytag Co., Battle Creek; W. M. Timmerman, General Electric Co., Schenectady; F. M. Town, Crandall Electric & Supply Co., Jackson, Mich.; A. W. Trubert, Arch Electric Co., Portland, Ore.; S. G. Trainor, Mod. Home Utilities Co., Watertown, Conn.; A. Tucker, Tucker Electric Co., Topeka, Kan.

H. M. Vondersmith, Lancaster, Pa.

C. Wagner, Elec. Ref. Dept., Cincinnati; B. M. Walthall, Elec. Ref. Dept., Louisville, Ky.; J. J. Walker, General Electric Co., Schenectady; J. E. Walker, Motor & Equipment Co., Raleigh, N. C.; C. S. Warner, General Engr. Co., Reading, Pa.; G. C. Wasson, Elec. Ref. Dept., Cleveland; C. Wheeler, Wheeler-Green Electric Co., Rochester; J. H. Whitten, New Castle Hardware Co., New Castle, Pa.; D. H. Willis, Willis Co., Canton, Ohio; C. A. Wortman, Elec. Ref. Dept., Boston; L. T. Woodruff, L. T. Woodruff, Inc., Bridgeton, N. J.; F. W. Wolf, Buffalo; R. C. Wright, San Antonio.

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P. B. Zimmerman, Elec. Ref. Dept., Cleveland.

QUALITY TRIM DENOTES QUALITY THROUGHOUT

for permanent Good Looks

on the
GENERAL ELECTRIC CO. REFRIGERATOR, Erie Metal Furniture Co. uses easy-to-clean Monel Metal

It is significant that the General Electric Company, with its well-known high standards of quality, selected the Erie Metal Furniture Company to manufacture some of the cabinets for its popular line of electric refrigerators. The fact that Erie boxes are Monel Metal trimmed undoubtedly helped to influence General Electric's choice. Leading refrigerator manufacturers now specify and employ Monel Metal trim because:

1. It has a permanently bright, attractive surface—it dresses up the refrigerator.
2. Its corrosion-resistance makes it easy to clean and keep clean.
3. It is inherently rugged—hard to dent or scratch.
4. It has no coating to wear off.
5. Its permanent ornamental value helps sell the refrigerator.
6. Last, but not least! It is available in ample quantities in desired dimensions, shapes and forms.

IMPORTANT—

Refrigerator buyers are quick to recognize a quality refrigerator by its Monel Metal trim.

Monel Metal is a technically controlled Nickel-Copper alloy of high nickel content. It is mined, smelted, refined, rolled and marketed solely by The International Nickel Company. The name "Monel Metal" is a registered trade mark.

Monel metal

THE INTERNATIONAL NICKEL COMPANY (INC.), 67 WALL STREET, NEW YORK CITY

PUBLICITY FOR ELECTRIC REFRIGERATION ALSO HELPS ICE INDUSTRY

Ice Publication Points To Benefits of Adverse Comment

While there is little doubt but that the introduction of the electric refrigerator has brought thousands of former users of artificial ice to this new method of refrigeration, there is at the same time little doubt that this new convenience and the advertising that has accompanied it has aroused a "refrigerator consciousness" which had been unheard of before.

People have become educated first through the extensive advertising campaigns conducted by the manufacturers of electric refrigeration and more recently by the campaign put on by the manufacturers of ice, to a point where more and more they are becoming "refrigeration conscious."

Prior to these campaigns little was known by the average person about the temperature and moisture conditions under which foods are best preserved. Today every modern housewife knows that foods should be kept at a temperature of between 40 and 50 degrees, and that a dry cold has a greater retarding effect on the working of bacteria than a damp cold.

While the sales of electric refrigerators have been unusually large, the sales of manufacturers of artificial ice have at the same time extended to hundreds of people who have become alive to the need of some method of refrigeration in the proper preservation of food.

Speaking along this line, the August issue of *Ice and Refrigeration* carries the following editorial headed, "Disparaging the Ice Man":

"In a number of feature articles that have recently appeared in magazines and papers having a national circulation, the writers have been quick to recognize the public interest in so-called electrical refrigeration, and have given the small machine considerable free publicity.

"In the latest article of this character, which appeared in the July 30 issue of *Liberty*, and which bears the title, 'Freezing Out the Ice Man,' the author has pictured the advantages of the machine and somewhat caricatured the ice man as in a hopeless plight. As usual with such articles, the author appears to have made but a superficial study of the matter. He fails to recognize the service the ice man has rendered to the community years before the small machine was conceived, and must continue to render to a very large proportion of the people.

"One thing, however, is worthy of note in the article. That is recognition of the fact that the ice industry is alive to present conditions; that it is organizing for defense, and in spite of the strenuous competition confronting it, the ice industry continues to grow. To a few ice men, the frequent appearance of articles like the one referred to may possibly bring a feeling of depression. There is little cause for fear, however, since it is almost a truism that every reference to refrigeration, in that it directs attention to its value in the economy of life today, is decidedly advantageous to the ice industry."

All Comments Favorable

"I should like to take this opportunity of adding my congratulations to the number which I read in your paper on the very excellent issues that you are getting out. I hear many comments, and they are all favorable."—O. C. Small, manager Service Department, Society for Electrical Development, New York.

Athletics Promote Team Spirit and Offer Medium for Valuable Publicity

Among the trades today, electric refrigeration is known as one which is carrying out a most extensive and effective advertising campaign. An opportunity for further profitable publicity is offered in the form of organized athletic teams. Other lines of business have benefited by organized sport, and in most cities there are a large number of football, baseball, tennis, basketball, bowling and other athletic teams representing the principal industries.

Most every man has working within him the spirit of athletic competition. He appreciates the attitude of the employer who is willing to co-operate in developing a team which can hold its own with those representing other groups in the community. In addition to the advantages to promoting team spirit among employees, the slight expense necessary may be justified in terms of publicity.

Emblems on the jerseys of the players, placards on trucks advertising the event, announcements and reports regarding games, all offer opportunities for keeping the name of your store and product before the public. Newspapers, especially in the smaller towns and cities, are usually very obliging in giving accounts of games. They are much more inclined to give attention to such events than those of a strictly commercial character.

Dealers who employ a considerable num-

ber of young men as salesmen have a fine chance to develop a football or basketball team this fall. The average dealer should be able to muster up a fairly sizable team, but if insufficient men are available from his own organization, he can usually fill in with interested members of the stores next door. The question of eligibility is not a serious one among teams which are simply out for the fun of the game.

Football, with all its colorful heroes and all its wide national appeal, presents an excellent opportunity for the larger dealers. Basketball is also a fall and winter game and has the advantage of requiring only five men to make a team. Tennis, golf and bowling are available for those having a more limited number to draw from.

Electric refrigeration dealers have been very active in taking part in expositions, county and state fairs, "own-your-home" shows and other events which offer opportunities to secure attention and get people thinking about electric refrigeration. Dealers have already stirred up a great deal of interest in their products by their hard work in going out after sales instead of waiting for sales to come to them. Participation in athletic events, as suggested above, will help make the road to volume sales a bit easier and will, at the same time, promote team spirit and a feeling of friendly rivalry in the organization.

BIG PROGRAM FOR N. E. L. A. GREAT LAKES DIVISION MEETING AT FRENCH LICK

The seventh annual convention of the Great Lakes division of the National Electric Light Association is to be held at the French Lick Springs Hotel, French Lick, Indiana, September 22-23-24. A number of the most prominent people in the electric light and power industry have accepted invitations to address this convention. A partial list follows:

Howard T. Sands, president National Electric Light Association, New York City; J. F. Owens, chairman Public Relations Section, N. E. L. A., Oklahoma City, Okla.; Dr. Charles A. Eaton, General Electric Company, Cleveland, O.; Paul S. Clapp, executive manager National Electric Light Association; B. J. Mulaney, vice-president, Peoples Gas Light & Coke Company, Chicago; E. W. Lehmann, professor of farm mechanics, University of Illinois, Urbana; Charles M. Ripley, General Electric Company, Schenectady, N. Y.; Mrs. Edward Franklin White; Earl Whitehorse, *Electrical World*.

The Great Lakes Division's women's committee will have a separate session on Thursday afternoon, September 22. This will be addressed by leading women in the industry.

The Central and Western Passenger Associations have made a rate of one and one-half fares for the round trip from all points within the four states comprising the division. Tickets will be sold from September 19 to 24 with a return limit of not later than September 30. Reservations should be made direct with the French Lick Springs Hotel Co., French Lick, Ind.

A Wonderful Paper

"This is surely a wonderful paper, and I enjoy every line of it and find it very instructive and up to the moment."—H. L. Bailey, 25 South Calumet Ave., Hastings-on-Hudson, N. Y.

There's Real Profit for You in the Unbeatable LACO Burner!



As Simple as the Ordinary Kerosene Lamp



The LACO Patented Retort

Shows where the LACO is different. The center space is the air flue while the outer and larger chamber contains burner clay (or wick) which retains heat and resists 2,000 degrees of heat without shrinking. The oil supply opening is in the lower right-hand corner of the retort. With the use of the wick, oil is converted into a high-powered gas before coming in contact with flame, thereby increasing efficiency and delivering maximum of heat for the oil consumption.

LACO operates on high-low principle; flame never goes out; no ignition necessary. It is as safe as a gas range. If current goes off when on high flame, automatically switches to low flame and resumes again when current comes on.

It's the Burner that SELLS --- and it STAYS Sold

In selecting the oil burner that you want to handle, you want to pick the one that actually sells and stays sold. That describes the LACO, for you have to sell it but once.

Continuous servicing is done away with. Careful checking of LACO records proves that you will make fewer service calls per burner.

The LACO is the successful burner of the wick type—operating on the simple principle used in the ordinary kerosene lamp. It is equally simple in construction—most economical, too. Low priced, in each of its five adaptable sizes, the LACO is of course sold on a money-back guarantee—guaranteeing that it will heat the home or building to the maximum capacity of the heating plant.

There are no bothersome overflows to worry about or adjustments to make. It is a miniature gas manufacturing plant that delivers dependable, annoyance-proof service month after month. Those who have installed LACOs say it is unbeatable, making heating problems merely a memory. It is clean, practically noiseless, causing no soot or odor.

The LACO agency will give you the burner sales and profits you want and should have. LACO sales last year showed an increase of 685%. Another sales record will be rung up this year. Write today for dealer terms and complete details—learn why LACO dealers continue to handle this steady sales and profit builder.

LACO GAS BURNER CO.
301 Cass Street GRISWOLD, IOWA

Atlas Refrigerator Cases



for
refrigerator
protection

Atlas Refrigerator Cases are the best and safest protectors of refrigerators made. In the manufacturer's warehouse, on uncovered trucks, on weather-swept railway platforms or steamship wharves, in actual transit by train or boat, or in the dealer's storerooms, these strong and rigid plywood shipping containers positively save refrigerators from all dust, dirt, finish marring and other more serious injuries.

Besides their security advantages, Atlas Refrigerator Cases can be assembled many times faster than old fashioned crates can be built, and their lightness in weight saves the dealers many dollars in freight charges. Moreover, the advertising value of these modern refrigerator packs, particularly to the manufacturer, cannot be over-emphasized.

Atlas Packing Cases
CARRY THE WEIGHT—SAVE FREIGHT
ATLAS PLYWOOD CORPORATION

General Offices: Park Square Bldg, Boston, Mass.
New York Office: 90 West Broadway
Chicago Office: 649 McCormick Building

PIPE and TUBE FITTINGS



Made From Brass Rod, Castings or Forgings

For many years we have specialized in the manufacture of brass fittings, in small sizes, for connecting brass and copper tubing.

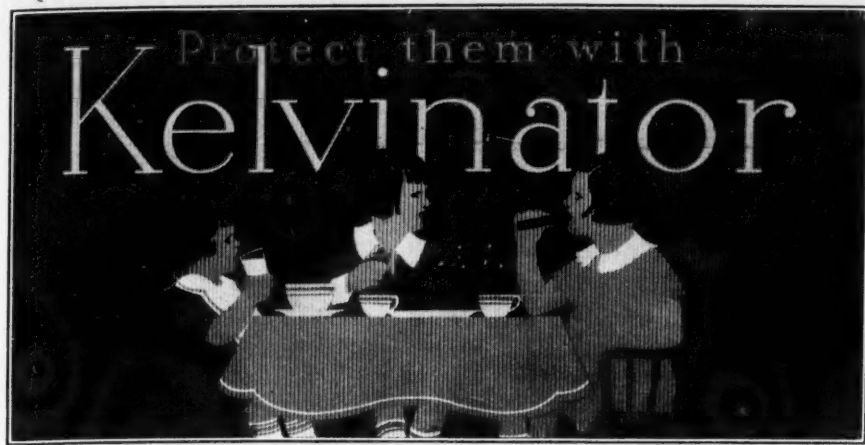
In addition to fittings made from brass rod and castings, we are now producing similar parts made from BRASS FORGINGS to meet the requirements of Iceless Refrigerator Manufacturers for fittings of a superior type. These fittings will not leak gas, air or liquids under mechanical pressure. They have the compact grain structure, high tensile strength and smooth, flawless surfaces found only in forgings. Our forged fittings are accurately machined, carefully inspected and equal to the most exacting requirements.

Send a sample or blue-print for quotations on parts of a special nature. Catalogue No. R-30, showing our complete line of standard fittings will be mailed on request.



COMMONWEALTH BRASS CORPORATION
DETROIT 5781-5835 COMMONWEALTH AVE. MICH.

Corrugated Board Used for Poster —A New Type of Display Material



The lithographed, corrugated display material used in the poster above is something new brought out by Kelvinator for the use of their dealers and distributors.

This material is the same as ordinary corrugated wrapping board with the exception of its printed side. It is 36 inches high and comes in a continuous strip, the design repeating every two yards.

Brilliant shades of yellow, red and green, with the name Kelvinator in white, stand

out sharply against a blue background. The corrugated effect adds depth to the illustrations, makes the display stiff enough to stand up, and permits flexibility, at the same time preventing it from tearing easily.

Aside from its use as a single poster, this display has been successfully used in continuous strips as a background for window displays, as a decorative touch around the railing of fair booths, and as a border or band to go around a display room above the cabinets.

GEORGIA POWER CO. SETS QUOTAS AND OFFERS PRIZES

(Continued from Page 1)

show what is being done in towns of various sizes. Former campaigns of this kind put on by the Georgia Power Company have been very successful, so that the data given here should be of considerable interest.

QUOTAS

District Offices	
Athens	\$ 4,250.00
Brunswick	3,000.00
Carrollton	2,100.00
Cornelia	1,800.00
Douglasville	1,250.00
Dublin	2,500.00
Eastman	875.00
Franklin	1,500.00
Gainesville	2,650.00
Greensboro	750.00
Hazlehurst	600.00
Jasper	500.00
McDonough	925.00
Milledgeville	2,400.00
Panola	875.00
Rome	4,750.00
Statesboro	1,650.00
Swainsboro	1,250.00
Vidalia	1,375.00

Total \$35,000.00—\$35,000.00

Atlanta	
Frigidaire Corp.	\$30,000.00
Buckhead and Main Store	5,000.00
Peachtree Store.	6,000.00
Inman Park Store.	6,000.00
Decatur Store.	4,000.00
West End Store.	4,000.00

Total \$55,000.00—\$55,000.00

Macon 10,000.00—10,000.00

Grand Total \$100,000.00

Performs Good Service

"We wish to take this opportunity of thanking you for the good services the Electric Refrigeration News is performing."—D. P. Heath, D. P. Heath & Company, Chicago.

CONVENTION DATES

American Gas Association—Hotel Stevens, Chicago, Oct. 10-14. Secy. Alex Forward, 342 Madison Ave., New York.

Electrical Safety Conference—New York City, Oct. 19. Secretary, Robt. B. Shepard, 109 Leonard St., New York.

Empire State Gas & Electric Assoc.—Lake Placid Club, Lake Placid, N. Y., Oct. 6-7. Secretary, C. H. B. Chapin, Grand Central Terminal, New York.

National Association of Practical Refrigerating Engineers—San Francisco, California, Nov. 29-Dec. 2. Secretary, E. H. Fox, 5707 West Lake St., Chicago.

National Electric Light Association—Great Lakes Division, Bedford Springs, Pa., Sept. 22-24. Secretary, R. V. Prather, Springfield, Ill.

Rocky Mountain Division, Broadmoor Hotel, Colorado Springs, Colo., Oct. 17-20. Secretary, O. A. Weller, 900 15th St., Denver.

National Electrical Credit Association—Philadelphia, Nov. 11, New York City, Dec. 13. Secretary, Frederick P. Vose, 1108 Marquette Bldg., Chicago.

New York Electrical & Industrial Exposition—New York City, Oct. 12-22. 124 West 42nd St., New York City.

Refrigeration Machinery Association—Atlantic City, N. J., Oct. 27-29.

Electrical Supply Jobbers' Association—Book Cadillac Hotel, Detroit, Nov. 14-18. Secy., Franklin Overbagh, 411 South Clinton St., Chicago.

International Assoc. of Electrical Inspectors—Republican Hotel, Milwaukee, Oct. 11-12. Secy., Walter Wilke, 4211 Eiring Place, Milwaukee.

National Electrical Mfgs. Assoc.—Apparatus Division, Braircliffe, N. Y., Oct. 24-27. Secy., A. E. Waller, 420 Lexington Ave., New York City.

Public Utilities Assoc. of West Virginia—Parkersburg, W. Va., Oct. 26-27. Secy., A. Bliss McCrum, Charleston Natl. Bank Bldg., Charleston, W. Va.

Southern Appalachian Power Conference—Chattanooga, Tenn., Oct. 14-16.

Houston Dealer Talks At Builders' Exchange Meeting

A. C. Hampson, of the Iroquois Electric Company, of this city, distributors of Iroquois electric refrigerators, gave an interesting talk on electric refrigeration at a meeting of the Builders Exchange recently. Mr. Hampson illustrated his discussion with a late model Iroquois, which was in operation during the meeting and luncheon.

In his address Mr. Hampson reviewed the progress made by scientific development during the past quarter century, mentioning the passing of the two-cylinder automobile, the washboard, the carpet sweeper, and now the old-fashioned icebox.

D. M. Read Co., Bridgeport, Takes G. E. Sales Agency

The D. M. Read Company, Broad and John streets, Bridgeport, Conn., has taken over the sales agency for the General Electric refrigerator in this territory. The department is at present organizing an inside and outside sales force. All models are at present being shown in a nicely arranged show-room.

R. M. Very Joins Welsbach As Sales Promotion Manager

R. M. Very, for some time sales manager of the New York City branch operation of Kelvinator and more recently associated with the Sales Promotion Department at the factory in Detroit, has been appointed sales promotion manager, Refrigeration Division, of the Welsbach Company, Gloucester City, N. J.

Leader In Its Field

"We appreciate the value of your publication which we prophesy is destined to become one of the leading periodicals in its field, if not already so."—E. P. Mull, president, the Allen Filter Company, Toledo, O.

Agreement on a Fundamental

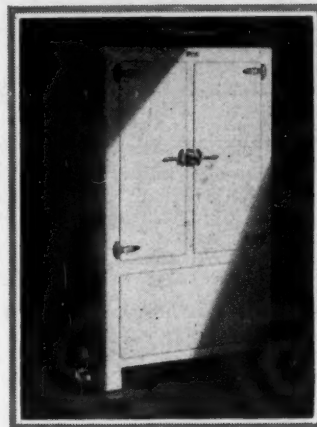
REFRIGERATION SYSTEMS now on the market represent almost every progressive style of development through which the industry has passed during recent years.

Engineers frankly rate these various systems with widely differing degrees of efficiency. In general, the standards by which the rating is done have been agreed upon. On one point there is complete accord: the ideal refrigerating system eliminates service requirements to a point where they are of no concern to anyone.

Central Stations, Distributors, Dealers, will increasingly make freedom-from-service needs a prime essential in their selection of a system of refrigeration they are willing to sell.

The importance of the achievement of Low Pressure-Slow Speed Refrigeration by Welsbach lies in the fact that it fills the picture of performance by eliminating entirely the usual causes of service-needs. It is setting new standards of reliability in operation and freedom from service requirements.

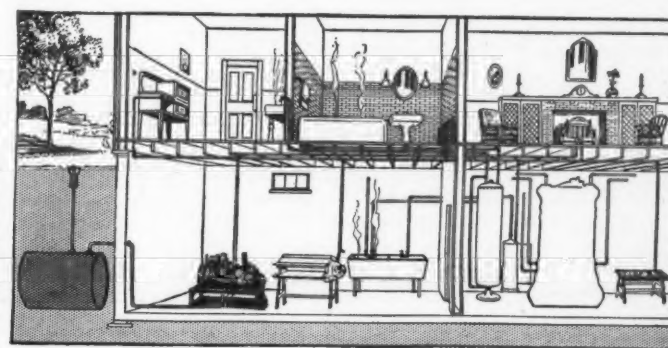
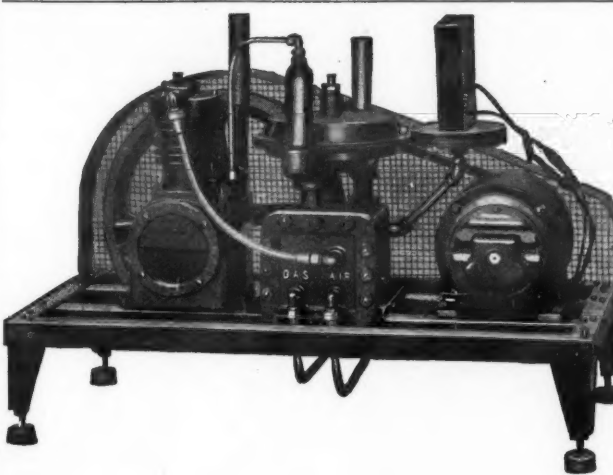
The story is convincing, the facts are many. Those who are interested in securing a selling franchise are invited to write to Welsbach Company, 307 Ellis Street, Gloucester City, New Jersey.



**20 lbs. Pressure
280 R.P.M**

Welsbach Cabinets and equipment
—from foundry to finished product—made in the same plant.

Welsbach Low Pressure Electric Refrigeration



GAS for Homes Beyond the Gas Mains

GAS-O-MATIC generates fuel gas for homes, schools, churches, etc., beyond the gas mains—for summer cottages and roadside restaurants.

It is a safe, practical, time-tried device, now in its twelfth year of manufacture and development. Many satisfied users testify to GAS-O-MATIC convenience, efficiency and economy.

The GAS-O-MATIC franchise is particularly attractive to electric refrigeration dealers, who find their sales and service organizations well fitted to handle GAS-O-MATIC on a profitable basis. Choice territories are still open. We invite inquiries.

TOLECTRO CORPORATION

504 Fassett St.

Toledo, Ohio

GAS-O-MATIC



SIMPLE REFRIGERATION CONTROLS



No. 97—Surfaceswitch

THE simplest of all controls for regulating temperatures of domestic refrigeration units.

Listed as Standard by Underwriters' Laboratories.

Has simplicity, dependability, accuracy, long life, easy installation, and uninterrupted service built into it.

Uses the CON-TAC-TOR (Mercury Switch) as its circuit breaking device.

All these advantages at a minimum cost.

Complete line of automatic controls for commercial refrigeration. Write for Bulletin No. 120b on "Refrigeration Controls."

ABSOLUTE CON-TAC-TOR CORPORATION
ELKHART, INDIANA

ELECTRIC REFRIGERATION NEWS

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SEPTEMBER 14, 1927

Our First Birthday

One year ago, on Saturday, September 11, copies of the first issue of ELECTRIC REFRIGERATION NEWS were placed at the breakfast table of a group of electric refrigeration manufacturing representatives assembled at Waldenwoods, Michigan.

A few members of the group had been informed of plans to launch a publication to serve the new industry but only one, namely, J. Robert Crouse, was aware that it would appear full-fledged at the meeting. As the leader of the co-operative movement under way at that time, and as the host of Waldenwoods, Mr. Crouse had been consulted and his permission obtained to distribute the papers at this session of the meeting.

Representatives of leading manufacturers, about one hundred men in all, were gathered at Waldenwoods for the fourth general meeting of the tentatively-organized Electric Refrigeration Council. The attitude of this group of executives toward the new enterprise would determine, in a large measure, its future position. The possibilities of this test had been thoughtfully considered. The reaction might be favorable, or discouraging. No one could tell in advance.

A Note of Seriousness

Looking back, it is interesting to consider the effect of this initial trial upon the future course of the publication. The most obvious reaction was a definite note of seriousness. The first readers of the paper accepted it as a sincere effort to provide a needed service to a new industry. The effort met with respect. ELECTRIC REFRIGERATION NEWS has continued to be a serious paper—it has endeavored to retain the respect of the industry.

It is greatly to be regretted that the co-operative movement, which had been started so auspiciously, failed to hold the interest and enthusiasm of the manufacturers. The Waldenwoods meeting proved to be a climax in the affairs of the proposed council. One of the chief purposes of the co-operative program was to promote understanding and good-will within the industry. ELECTRIC REFRIGERATION NEWS has endeavored to fulfill that function and carry on the spirit of co-operation pending the revival of an industry organization.

The Right to Live

A new publication in a new field enters upon a precarious existence. Its chief problem, like that of an individual, is to survive. An independent paper has no authority for its existence other than that which is acquired by right of service and public approval. Time is required to demonstrate ability to serve, and more time is required to secure the approval of the industry. ELECTRIC REFRIGERATION NEWS has successfully passed, one after another, the critical periods of its early life.

On this first anniversary we feel justified in taking a full measure of pride in the accomplishments so far. Unquestionably, there is a real enthusiasm among our readers for ELECTRIC REFRIGERATING NEWS. The attitude is far beyond the point of mere acceptance as a source of information. The note of friendliness and intimate interest which is expressed so frequently, indicates, at times, a positive affection for the paper. After all, this may be but a natural attitude toward a spokesman which speaks the language and expresses the feelings of the group. The NEWS is interested in one subject only, and this subject is the sole business interest of many of its readers. While this high degree of specialization places some limitations upon the scope of the paper, it also permits an intimacy and completeness in the service which cannot be attained in broader fields.

Continued Progress

In addition to the progress in acquiring a position of influence and leadership in a rapidly-moving industry, ELECTRIC REFRIGERATION NEWS has reason to be proud of its own organization. It has kept its affairs in good order. There have been errors and delays, it is true, but complaints have been remarkably low in number considering the many problems involved in getting a new business and a new organization under way.

In general, we believe that our housekeeping has been fairly good. The NEWS has lived within its means. There has been no extravagance or splurge. The staff has worked hard to produce the best possible paper. Many things remain to be done, but each issue sees the business on a more secure and efficient basis. Progress has been slow but steadily upward.

ELECTRIC REFRIGERATION NEWS is proud to be associated with an industry of so great promise, with business men of such high calibre, with an engineering development of such value to humanity. With a full year of experience in a specialized job, with twenty-five issues of the paper as a background, and with a relationship which offers unlimited opportunities for further growth in providing a useful service, we look forward to the second year with hope and confidence.

ICE MEN HOPE TO STOP "ICE CUBE THUNDER" OF ELECTRIC SALESMEN

Progressive Dealers Meeting Competition By Selling Cubes in Cartons

Several months ago a number of the more up-to-date companies selling artificial ice introduced a service intended to take some of the "thunder" out of the electric refrigeration salesman's selling talk. This service consists of the sale of ice cubes to patrons of the ice companies at the same time that the family ice box is being filled. In some cities the cubes, packed in cartons, can be purchased from drug stores and ice cream parlors.

An added service in connection with the sale of ice cubes is described in the September issue of *Ice and Refrigeration*. According to this article the Lone Star Ice Delivery of San Antonio, Texas, has decided that if the ice cube is a talking point for electric refrigeration it should also be one for the "old line" ice manufacturer.

With this in mind the ice company inaugurated a special delivery service for these cubes. A motorcycle with a specially insulated sidecar was purchased and a uniformed delivery man placed in charge of it. For the modest sum of twenty cents 72 of these cubes will be delivered to the customer's door within five minutes of the time that her order is telephoned in.

The article mentioned reads in part as follows: "At the present time the ice cube business is just beginning. That they are a convenience is beyond question. The extent it will attain is problematical. However, there is this to say for it. The ability of the 'old line' ice man to provide something just a little better, in fact a great deal better than his admitted competitor, mechanical refrigerators, is in itself a feature. And that is what pure frozen cubes of crystal clear ice are doing. They are removing the 'thunder' from the mechanical ice box, by providing one of their much vaunted, highly praised accomplishments. If more ice men do likewise it will mean that much more thunder muffled."

PUSH SALES AND GIVE SERVICE, SAY UTILITY MEN

Survey Shows Central Stations See Duty to Meet Public Demand

That it is the utility companies' duty to handle the merchandising and servicing of electric refrigerators in most communities, is the consensus of a number of opinions expressed by utility men in the September issue of *Electric Light and Power*. The writers of these opinions, twenty-four of them, are in most cases agreed that while the sale of electric refrigerators does not generally pay the percentage of profit that they feel they should be receiving, yet the current load which these machines build up is highly desirable.

In the case of the household unit in the average small home the monthly bill will be nearly doubled, while in the case of the commercial unit the bill is more nearly tripled. At the same time the cost of refrigeration in both cases is not more than before the installation of the electric refrigerator.

Most utility companies feel that it would be easier for them to let the dealer in fixtures, hardware, or furniture, handle the sale of the units and the servicing that is bound to accompany their sale. At the same time they realize that these less-well-organized dealers will require a much longer period of time to sell a quantity of machines sufficient to produce any noticeable change in the load on the company's lines.

With these thoughts in mind most electric service companies are enthusiastically pushing the sale of this new convenience through the use of demonstration talks followed up with direct mail advertising and special selling campaigns.

Speaking of the dealer discount allowed by manufacturers, one electric service man says: "Apparently the manufacturers of electric refrigerators feel that the electric service company can afford to sell electric refrigeration at a loss because of the revenue features of the load."

Another utility man writes: "Domestic refrigerators are good will builders of importance. It is not overstating the fact to say that every woman wants one and, for those who get them, their pride of possession is unequalled by any other household device or piece of furniture, not excepting the baby grand piano."

He goes on to say: "Power companies should sell refrigerators direct because it is not advisable to leave this business, with all its possibilities for future earnings, entirely in the hands of dealers who are in business for merchandise profits and have little interest in the consumer when once the bill has been collected."

Other electric service men write: "We are in the midst of a two months' campaign and expect to sell \$500,000 worth of electric refrigerators."

"If refrigeration is to be sold in volume the power company must take the initiative by making sales through a well organized and trained department."

"When necessary, trial installations should be made. The reverts will amount

to only approximately 10 per cent. The number of units sold by trial installations will be greater than by outright sales effort."

"We have omitted from our selling arguments any reference to ice that the ice manufacturer might take as unfavorable or unfair competition."

"As a result of our experience, we do not feel that the problem of servicing electric refrigerators is serious enough to deter any power company from accepting the responsibility for supplying the service needs of the customer."

FOREIGN SHIPMENTS OF ELECTRIC REFRIGERATORS

June Exports Reported by Bureau of Foreign and Domestic Commerce

Countries	Refrigeration Sets Up to 1-ton Capacity	
	Number	Dollars
Austria	104	12,478
Belgium	73	9,890
Denmark and Faroe Is. ..	11	3,629
France	154	25,971
Germany	455	68,319
Greece	5	551
Hungary	82	10,275
Italy	148	20,242
Netherlands	37	5,127
Norway	35	4,858
Portugal	6	1,440
Spain	54	10,395
Sweden	13	2,487
Switzerland	35	5,154
United Kingdom	722	129,022
Canada	220	23,928
British Honduras	1	110
Guatemala	1	155
Honduras	1	90
Nicaragua	1	459
Panama	21	5,836
Salvador	9	3,766
Mexico	32	6,089
Bermuda	31	4,670
Barbados	1	350
Cuba	11	2,001
Dominican Republic	1	360
Haitian Republic	1	172
Argentina	17	2,046
Brazil	21	2,695
Chile	24	5,044
Peru	1	218
Venezuela	13	3,212
Aden	1	218
British India	104	15,206
British Malaya	7	1,115
China	41	2,445
Hong Kong	2	525
Japan, inc. Chosen	39	6,488
Philippine Is.	34	6,098
Turkey in Asia	1	218
Australia	125	23,985
British South Afr.	1	216
Egypt	19	2,576
Canary Islands	1	200
Other Spanish Afr.	6	642
Total	2,722	430,971

APARTMENT SALES RECORD BEING MADE IN NEW YORK

Apartment house installations in New York City have developed tremendously during the past year. Practically all of the larger manufacturers have some unusually large installation within the city. Kelvinator reports contracts for over 500 installations during the latter part of August and the first part of September. These include 185 units in the new Turner Towers apartment building in Brooklyn.

Frigidaire Corporation also reports a large sale of apartment house units and claims to have recently received the largest single order ever given. This order was for 401 units to be installed in the first unit of Tudor City, the apartment house development between Fortieth and Forty-fourth streets, three blocks east of Grand Central Terminal.

O. F. Boyes To Represent Kelvinator in Southern California

O. F. Boyes, former manager of the San Francisco retail district for the Servel Corporation and previously in charge of the Southeastern California district for a period of four years, is now factory representative of the Kelvinator Corporation for Southern California, with headquarters at the offices of the Collins Kelvinator Corporation, 1414 West 7th St., Los Angeles.

W. L. Arthur on Sick List

W. L. Arthur, of the Polaris Electric Refrigerator Co., Logansport, Ind., has requested that his address be changed to 247 First St., Batavia, Ill., where he will remain for a time, due to illness.

Has Made Wonderful Strides

"We have enjoyed your paper very much and think it has made wonderful strides since its beginning."—L. J. Hitch, Virginia Smelting Co., West Norfolk, Va.

Finds News Very Useful

"I appreciate very much the REFRIGERATION NEWS, which I find very useful in my business."—F. J. Malby, Winnipeg Hydro Electric System, Winnipeg, Canada.

N. Y. COMPANY PROVIDES CENTRAL REFRIGERATION FOR COMMERCIAL USERS

Brine Is Carried Under Streets In Mains 12 Inches in Diameter

While central heating plants have been common for a number of years, central refrigerating plants are something more of a curiosity to the average person. The Merchants Refrigerating Company of New York City has street pipe lines supplying refrigeration from its power houses through mains and branches extending from Varick street and Hudson street on the East to West street, and from North Moore street to Murray street on the South.

The largest wholesale and food commission business in the world is included in this territory. These houses total approximately 2,000,000 cubic feet of refrigerated space, while the load on the pipe line amounts to 600 tons of refrigeration in the summer time. A brine system is used in this pipe line, the largest mains being 12 inches in diameter. These are laid in the streets with the connections to consumers and necessary expansion joints.

It is interesting to note the many uses that are being found daily for refrigeration in the manufacture of various products which seemingly should require nothing more than ordinary temperatures. One of the largest refrigerating plants in the world is that of the Eastman Kodak Company, using refrigeration in connection with the production of films. Other products such as carbon paper, ice cream, rubber, candy and textiles, suggest the number of new fields which may be expected to require refrigeration.

APPOINTED ASSISTANT TO PRESIDENT OF FRIGIDAIRE

R. F. Callaway, who has been manager of the Detroit sales branch of the Frigidaire Corporation, has moved to Dayton where he will be assistant to E. G. Biechler, president and general manager of the Frigidaire Corporation.

He will be succeeded in Detroit by E. E. Rouech, formerly manager of the Cincinnati sales branch. A. J. Bauer, assistant manager of the Detroit branch, will succeed Mr. Rouech as manager of the Cincinnati office.

60 Per Cent of American Families Are Without Refrigeration

The growing importance of keeping cool is shown not alone in the demand for electric refrigeration and the current interest in carbon dioxide "dry ice," but more particularly in the ice industry itself. For, approximately \$850,000,000 is invested in ice plants and productive and distributive equipment.

The per capita ice requirements in the United States amount to 715 pounds a year. Nevertheless, nearly 60% of American families are still without refrigeration, and a very small minority use ice throughout the entire year. The 1926 output of ice is estimated at more than 40,000,000 tons, which is four times as great as the production figures for 1904. The use of mechanical refrigeration represented an additional consumption of approximately 700,000 tons last year.—Kardex Institute.

Present Buyers of Refrigerators Very Discriminating

Until electric refrigeration entered the field, according to a salesman recently, prospective buyers of refrigerators put little thought upon the purchase. An ice-box was necessary, because ice was necessary. However, he states, practices have changed entirely, and the present buyers of refrigerators are as careful and discriminating as when selecting a car or expensive furniture for the home.

New Dealers in Wisconsin

Two new agencies for Frigidaire have recently been appointed in Wisconsin. One is the Superior Hardware Company at Superior, and the other is Maytag Electric Washer Company at Burlington.

At Racine, Wis., the Fox Ice and Coal Company have taken on the Copeland electric refrigerator, and have in their showrooms nine complete Copeland electric refrigerators.

A Splendid Publication

"We have noted ELECTRIC REFRIGERATION NEWS with interest and feel that it is a great help to the business."—J. K. Bywaters, Reid & Bywaters, Inc., Fort Worth, Texas.

Great Help to Business

"I've been getting my News regularly and have found it a splendid publication."—D. A. Cole, 181 Henry St., New York, N. Y.

At midnight there came a groan from the cellar. A momentary silence, then an agonized screech—the electric refrigerator was doing its stuff.—Life.

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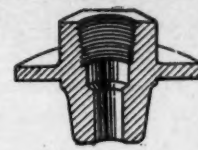
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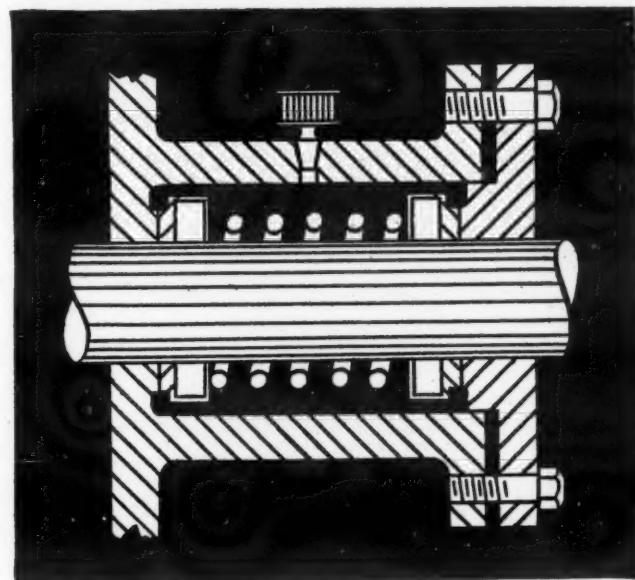
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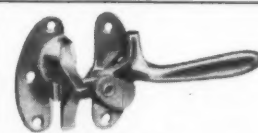
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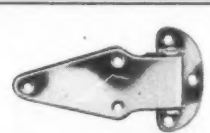
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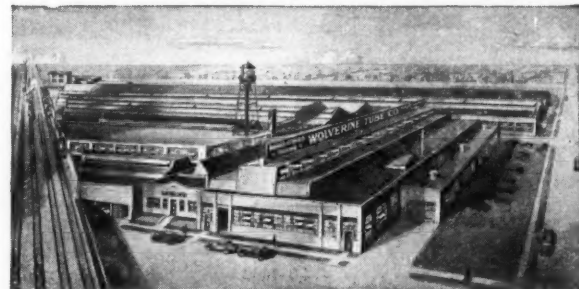
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Members of
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Standard Sizes
 of Copper Tubing Carried in Stock

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Tacoma real estate board plans own your own home show. 3/30/27—p. 3.
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Time payments, strong arguments for, by John J. Raskob. 12/8/26—p. 2.
Tinted frost sets off name on chilling unit. 7/20/27—p. 12.
Toledo Edison has world's sales record. 3/30/27—p. 1.
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Tool kit, now who carries, destined to work rapidly to the top," by J. F. Hendrickson and C. B. Ryan, Jr. 3/30/27—p. 3.
Toronto, Canada, Electric Service League bulletin. 11/20/26—p. 4.
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Sells, to customers through classified ads. A. Coons. 5/11/27—p. 2.
"Trading in old box like offering horse and buggy on an automobile," by Gordon Gries. 6/8/27—p. 15.
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Honor guest at Advertising Club. 3/16/27—p. 8.
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To represent electric refrigeration industry, on board of American Management Association. 8/31/27—p. 9.
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Elected vice-president and general manager of Electric Refrigeration Corporation. 3/2/27—p. 1.
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Zimmerman, P. B., appointed sales manager, electric refrigeration department, General Electric Co. 1/5/27—p. 1.

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Electric Refrigeration Directory

Section 1—Manufacturers of Electric Refrigerators

For Household or Commercial Use. (See Section 2 for Manufacturers of Cabinets Only. See Section 3 for Manufacturers of Parts and Accessories)

Copeland Products, Inc., Detroit, Mich.
Manufacturers of COPELAND commercial and household refrigerators.

General Necessities Corp., General Necessities Bldg., Detroit, Mich.
Manufacturers of ABSOPURE FRIGERATORS for household, commercial, ice cream and soda fountain use; water coolers; thermostats.

General Electric Co., Electric Refrigeration Dept., Hanna Bldg., 1400 Euclid Ave., Cleveland, Ohio. Factories at Schenectady, N. Y., and Fort Wayne, Ind.
Manufacturers of GENERAL ELECTRIC household electric refrigerators; motors for household and commercial machines.

Electro-Kold Corp., 151 S. Post St., Spokane, Wash.
Manufacturers of ELECTRO-KOLD electric refrigeration units for household and commercial use.

Kelvinator, Inc., Plymouth Road, Detroit Michigan. Subsidiary of Electric Refrigeration Corp. Factories at Detroit and Grand Rapids, Mich.

Distributors of KELVINATOR electric refrigerators for household and commercial use, NIZER ice cream and soda fountain units and cabinets, LEONARD refrigerator cabinets, water coolers; other special applications.

Peerless Ice Machine Co., 503 S. Jefferson St., Chicago, Ill.
Manufacturers of automatic refrigerating machines, water cooling plants, water regulators, and pressure controls.

Rome Manufacturing Co., Railroad St., Rome, N. Y.
Manufacturers of ROME commercial electric refrigerating machinery.

Welsbach Co., Gloucester, N. J. Subsidiary of United Gas Improvement Co.
Manufacturers of WELSBACH electric refrigeration units for household and commercial use; water coolers; other special applications; pumps and compressors; thermostats; chemicals; paint.

American Engine and Airplane Co., Los Angeles, Cal.
Manufacturers of household electric refrigerators and control devices.

American Engineering Co., Kensington Station, Philadelphia, Pa.
Manufacturers of JURUICK commercial, ice cream and soda fountain units.

Armstrong Machinery Co., Spokane, Wash.
Manufacturers of ammonia compressors and refrigerating equipment. Domestic, butcher, hotel, creamery, restaurant or packing plant equipment, 17 sizes, in 1/4 to 30 ton capacity. Trade names, SPOKANE, SIBERIAN, ALASKA, ICELANDER, CHILKOOT.

Audiffren Refrigerating Machine Co., 285 Madison Ave., New York, N. Y.; factory at Jersey City, N. J.
Manufacturers of AUDIFFREN electric refrigerators for household and commercial use.

Automatic Freezer Syndicate, Office, 1716 Ford Bldg., Detroit.
Factory, Hillsdale, Mich.
Manufacturers of CARE-FREE Commercial and household electric refrigerators, specializing in corrosion-proof electric refrigeration units for ice cream and soda fountains.

Baker Ice Machine Co., Inc., 3001 N. 16th St., Omaha, Neb.
Manufacturers of BAKER SYSTEM electric refrigeration units for commercial, ice cream and soda fountain use, pumps and compressors, coils.

Belding-Hall Electric Corporation, Belding, Mich.
Manufacturers of Belding-Hall ELECTRIC household and commercial electric refrigerator units, and cabinets.

Brunswick-Kroeschell Co., Jersey Ave., New Brunswick, N. J.
Manufacturers of BRUNSWICK commercial electric refrigerators, other control devices.

The Bryant Pattern & Mfg. Co., 702-710 St. Antoine St., Detroit, Michigan.
Manufacturers of commercial refrigerating machines of 300 to 400 pounds capacity for ice cream cabinets, butcher display cases, etc., together with compressors, patterns, dies, etc.

Castle Refrigerating Machine Co., 138 Neal St., Indianapolis, Ind.
Manufacturers of complete units for commercial use, 2 to 15 tons; electric refrigeration equipment for ice cream manufacturing; ammonia condensers; brine tanks for commercial use.

Champion Electric Co., division of Champion Shoe Machinery Co., 3711-41 Forest Park Ave., St. Louis, Mo.
Manufacturers of CHAMPION ELECTRO ICER machines for household and commercial use, motors, pumps and compressors, condensers and expanders.

Climax Engineering Co., 4th St. at 15th Ave., Clinton, Iowa. Subsidiary of the G. W. Dulany Trust, Chicago, Ill.
Manufacturers of CLIMAX electric refrigeration units for household, commercial, ice cream and soda fountain use, pumps and compressors.

Clover-Olsen Refrigerator Co., 6551 San Pablo Ave., Oakland, Calif.
Manufacturers of CLOVER-OLSEN electric refrigerators for household, commercial, ice cream and soda fountain use; pumps and compressors; float valves, automatic pressure controls, ammonia machine to 8-ton capacity.

Coldak Corp., 8 West 40th St., New York, N. Y. Factories at Springfield, Mass.; Providence, R. I., and Muskegon, Michigan.
Manufacturers of COLDKAK electric refrigerators for household and commercial use.

Cooke Electric Refrigeration Co., 14-30 N. Green St., Chicago, Ill.
Manufacturers of COOKE household, commercial and ice cream cabinets.

Domestic Electric Refrigerator Corporation, 2 West 46th Street, New York City. Factories at West Chester, Pa.
Manufacturers of ALLISON household electric refrigerating machines.

Excelsior Motor Manufacturing & Supply Company, 3701 Cortland Street, Chicago.
Manufacturers of EXCELSIOR refrigerating machines for commercial work in one-fourth, one-half, and one-third ton capacities; also of drop-forged valves, fittings and flanges for other refrigerating machines of similar size.

Everite Products, Inc., Dayton, Ohio.
Manufacturers of EVERITE compressors and cooling units for domestic and commercial use.

The Frigair Company, 1972-1976 Lincoln Ave., Pasadena, Calif. Factories located at Los Angeles, and Inglewood, Calif.
Manufacturer of FRIGAIR household and commercial machines and machines for ice cream and soda fountains, water coolers and thermostats.

Frigidaire Corp., Dayton, Ohio. Subsidiary of General Motors Corporation.
Manufacturers of electric refrigerators for household, commercial, ice cream, soda fountain, water coolers and other special applications.

Fowler Refrigerating Machine Co., Baltimore, Md.
Manufacturers of the FOWLER commercial and ice cream and soda fountain electric refrigerators.

General Refrigeration Co., Beloit, Wis. Factory at South Beloit, Ill.
Manufacturers of Lipman-Full automatic electric refrigerating machines for every commercial purpose; coils; conductors; expansion valves.

Haines Motor Service, 20 South 14th St., Newark, N. J.
Manufacturers of electric refrigerators.

Iron Mountain Co., 939-1011 E. 95th St., Chicago, Ill.
Manufacturers of ZEROZONE commercial and household electric refrigerators, electric refrigeration units for ice cream, soda fountains, water coolers and other special appliances.

The Iroquois Electric Refrigeration Co., 1600 Arch St., Philadelphia, Pa. Associate of the Barber Asphalt Co. Factory at Buffalo, N. Y.
Manufacturers of IROQUOIS household electric refrigerators, pumps and compressors; condensers and expanders; float valves.

The Isko Company, 2525 Clybourn Ave., Chicago, Ill.

Jack Frost Ice Machine Co., Ltd., 347 Sor-auren Ave., Toronto, Canada.
Manufacturers of JACK FROST household and commercial refrigerators, complete units for ice cream and soda fountain use, water coolers, soft drink cabinets.

Keokuk Refrigerating Co., Keokuk, Iowa.
Manufacturers of KEOKUK household and commercial electric refrigerators, thermostats; other control devices.

Keystone Refrigeration Corp., Beaver Falls, Pa.
Manufacturers of KEYREX household and commercial refrigerator units.

The Lamson Co., subsidiary of American Pneumatic Service Co., Syracuse, New York. Manufacturers of ICE MAID household, ice cream and soda fountain machines.

Lindsay, Hyde & Co., 2130 E. York St., Philadelphia, Pa.
Manufacturers of LIHYCO electric refrigerators for household use; tubing.

Mechana-Kold Corporation, Bay Shore, New York.
Manufacturers of household refrigerating machines, small commercial machines for display counter use, and complete line of metal cabinets with machines in bases; also thermostats and freezing tanks.

The Merchant & Evans Co., 2035 Washington Ave., Philadelphia, Pa. Factories at Lancaster and Philadelphia, Pa.
Manufacturers of M. & E. household and commercial electric refrigerators.

Michigan Refrigeration Co., Inc., 1600 Monroe Ave., Grand Rapids, Mich.
Manufacturers of EL-FRIG-ETTE household electric refrigerator.

Narragansett Machine Co., Vale St., Pawtucket, R. I.
Manufacturers of CHILRITE electric refrigerators for household use.

National Refrigerating Co., branch of Winchester Repeating Arms Co., 125 Munson St., New Haven, Conn.
Manufacturers of ICE-O-LATOR household and commercial electric (and gas operated) refrigerators.

F. W. Niebling & Company, 408 Elm Street, Cincinnati, Ohio.
Manufacturers of refrigerating machinery, compressors, Niebling patent plate valves for all makes of compressors.

Norge Corp., 670 East Woodbridge St., Detroit, Mich.
Manufacturers of NORGE household electric refrigerator units.

The Phoenix Ice Machine Company, 2711 Church Ave., Cleveland, O.
Manufacturers of PHOENIX refrigerating machinery for commercial use.

Plympton Refrigerator Company, Inc., Ellwood City, Pa.
Manufacturers of Plympton refrigerators, display counters, coolers and circulating systems for any refrigerating unit.
Cabinet sales handled by Plympton Sales Co., 904 Chamber of Commerce Building, Pittsburgh, Pa. Circulating system sales handled by factory at Ellwood City, Pa.

Polarair Electric Refrigerator Co., 1610 North St., Philadelphia, Pa.
Manufacturers of POLARAIR household electric refrigerators, commercial machines, motors for household and commercial machines, tubing, condensers and expanders, other control devices, pressure controls.

Polaris Electric Refrigerator Co., 417 First St., Logansport, Ind.
Manufacturers of POLARIS electric refrigeration machines for household and commercial use; electric refrigeration equipment for ice cream and soda fountain use.

Rice Products, Inc., 100 East 42nd St., New York City, and 315 Beaubien St., Detroit, Mich.
Manufacturers of RICE household and commercial refrigerator units and other control devices.

Sanitary Refrigerator Co., Oak Place, Fond du Lac, Wis.
Manufacturers of SANITARY electric refrigerators for household use.

Savage Arms Corp., Turner St., Utica, N. Y.
Manufacturers of SAVAGE electric refrigerator equipment for ice cream and soda fountain use.

Servel Corporation, 51 East 2nd St., New York, N. Y. Subsidiary of the Servel Corp. (Delaware). Sales and advertising offices and factory at Evansville, Ind.

Manufacturers of SERVEL household electric refrigerators and electric refrigeration units for commercial ice cream and soda fountain use.

Socold Refrigerating Corp., 19 Stewart St., Lynn, Mass. Factories at Lynn and Walpole, Mass.

Manufacturers of SOCOLD household electric refrigerators, pumps and compressors.

Superior Iceless Refrigerator, Inc., Canton, O.
Manufacturers of SUPERIOR household, commercial, ice cream and soda fountain electric refrigerators, complete, water coolers, pumps and compressors, condensers and expanders.

The Triumph Ice Machine Co., branch of The Triumph Electric Corp., 110 E. 70th St., Cincinnati, Ohio.

Manufacturers of TRIUMPH household, ice cream and soda fountain electric refrigerating

machines, water coolers; motors for commercial machines; pumps and compressors; condensers and expanders; oil interceptors; ammonia condensers; receivers; brine coolers and ammonia fittings.

Universal Cooler Corp., 18th and Howard Sts., Detroit, Mich.

Manufacturers of UNIVERSAL COOLER electric refrigeration units for household, commercial, ice cream and soda fountain uses; water coolers.

Warner Steel Products Co., Ottawa, Kan.
Manufacturers of SURECOLD household and commercial electric refrigerators, water coolers, display counters, compressor units, and cooling coils.

Wayne Company, Fort Wayne, Indiana.
Manufacturers of electric refrigerators for household and commercial use.

Whitehead Refrigeration Co., 3724 Woodward Ave., Detroit, Mich. Subsidiary of Whitehead & Kales Co.
Manufacturers of WHITEHEAD household refrigerator units.

Zero-Aire Corp., 510 N. Dearborn St., Chicago, Ill.

Manufacturers of ZERO-AIRE electric refrigeration units for household, commercial and ice cream and soda fountain use.

Electric Refrigeration Directory Section 2

Manufacturers of Electric Refrigeration Cabinets

Banta Refrigerator Company, Clearfield, Pa.
Manufacturers of BANTA commercial cabinets.

Benjamin Electric Mfg. Co., 128 S. Sangamon St., Chicago, Ill. Factory at Desplaines, Ill.

Manufacturers of CRYSTEEL cabinets for household and commercial electric refrigerators; enameling; refrigerator linings; seamless, porcelain enamelled.

Bohn Refrigerator Company, 1350 University Ave., St. Paul, Minn.
Manufacturers of BOHN SYPHON cabinets for household electric refrigerators.

Crystal Refrigerator Co., Fremont, Neb.
Manufacturers of CRYSTAL and WHITE-STEEL household and commercial cabinets, chocolate candy display cases and grocers' display cases.

Bernard Gloekler Co., 1627-33 Penn Ave., Pittsburgh, Pa.
Manufacturers of GLOEKLER cabinets for household and commercial electric refrigeration, and of commercial display cases.

Heintz Manufacturing Co., Front and Olney Sts., Philadelphia, Pa.
Manufacturers of STEEL PREST household and commercial electric refrigeration cabinets and steel stampings.

The Hibbard Company, 6504 Euclid Ave., Cleveland, Ohio. Factory at Parma, Ohio.
Manufacturers of cabinets for household and commercial electric refrigerators; beverage cabinets; UTILITY refrigerators.

Illinois Refrigerator Co., Morrison, Ill.
Manufacturers of household and commercial electric refrigerator cabinets.

McCray Refrigerator Sales Corp., Kendallville, Indiana.
Manufacturers of McCRAY household and commercial electric refrigerator cabinets.

Northey Manufacturing Co., Park Ave. and Bluff St., Waterloo, Iowa.
Manufacturers of NORTHEY household and commercial electric refrigerator cabinets and water coolers.

Rex Manufacturing Co., Western Ave., Connersville, Ind.
Manufacturers of REX household and commercial electric refrigerator cabinets.

Seeger Refrigerator Company, Arcade-Wells Sts., St. Paul, Minn.
Manufacturers of SEEGER electric refrigerator cabinets for household and commercial use.

The Alaska Refrigerator Company, Muskegon, Michigan.
Manufacturers of ALASKA electric refrigerator cabinets.

All Sheet Metal Works, 2949 Elston Ave., Chicago, Ill.
Manufacturers of household, commercial, ice cream and soda fountain electric refrigerator cabinets; water coolers; combination ice cream cabinets; water coolers; brine tanks and bunkers.

American Refrigerator Corporation, East Boulevard and Ruth Sts., Peru, Indiana.
Manufacturers of water coolers and cabinets for household use.

Arlington Refrigerator Co., Inc., Arlington, Vermont.
Manufacturers of ARLINGTON, ARCO and ARCASTONE household electric refrigerator cabinets.

The Baldwin Refrigerator Co., Burlington, Vt.
Manufacturers of refrigerator cabinets.

Belding-Hall Company, Grand Central Terminal Building, 42nd St., New York, New York.
Manufacturers of cabinets for household and commercial electric refrigeration.

Brooks Cabinet Co., Inc., 1028 West 27th St., Norfolk, Va.
Manufacturers of BROOKS CABINETS for household, commercial, ice cream and soda fountain electric refrigerators; water coolers.

Cameo Refrigerator Corporation, 973 North Main Street, Los Angeles, Cal. Factories at Los Angeles and Vernon, Cal.
Manufacturers of CAMEO cabinets; enamellers.

Campbell-Shirk Co., 3200-10 Auer Ave., Milwaukee, Wis.
Manufacturers of cabinets for commercial electric refrigerators.

Challenge Refrigerator Co., Grand Haven, Mich.
Manufacturers of CHALLENGE cabinets for household electric refrigerators.

Erie Art Metal Co., Erie, Pa.
Manufacturers of Dan-Dee pressed steel specialties and of mechanical refrigeration cabinets.

Fairfield Mfg. Co., 82-106 St. John St., Portland, Me. Factories at Portland and Fairfield.

Manufacturers of EVERCOLD household and commercial electric refrigerator cabinets.

Garland Refrigerator Co., Inc., 101 Park Ave., New York, N. Y. Factory at Mt. Vernon, N. Y.
Manufacturers of GARLAND commercial electric refrigerator cabinets.

Gibson Refrigerator Company, 515 W. Williams St., Greenville, Mich.
Manufacturers of GIBSON cabinets for household and commercial electric refrigerators.

John J. Grothe Co., Inc., 5-7 Conn Ave., Zero Bldg., Woburn, Mass.
Manufacturers of ZERO cabinets for electric refrigerators for commercial and ice cream and soda fountain use; water coolers; mechanical refrigerated truck bodies.

Gurney Refrigerator Co., Fond du Lac, Wis.
Manufacturers of cabinets for household and commercial electric refrigerators; also of cabinets for ice cream and soda fountain use.

Harder Refrigerator Corp., Cobleskill, N. Y.
Manufacturers of KLEEN-KOLD electric refrigerator cabinets.

Haskelite Manufacturing Corp., 133 W. Washington St., Suite 819, Chicago, Ill. Factory at Grand Rapids, Mich.

Manufacturers of PLYMETL AIR-TIGHT household and commercial cabinets and water coolers.

Herrick Refrigerator & Cold Storage Co., Commercial Street, Waterloo, Iowa.
Manufacturers of HERRICK household and commercial refrigerators, cabinets for electric refrigeration and water cooling refrigerators.

The Home Products Corp., Jackson, Michigan.
Manufacturers of WHITE FROST and CASTLE household electric refrigerator cabinets.

Jewett Refrigerator Co., 2 Letchworth St., Buffalo, N. Y. Factories at Buffalo, Lackawanna, Bridgeburg, Can.

Manufacturers of JEWETT cabinets for household and commercial electric refrigerators; water coolers and ice makers.

J. T. Manufacturing Co., 088 Lake Shore Drive, Chicago, Ill. Factory at Nashville, Tenn.
Manufacturers of cabinets for household electric refrigerators.

Leonard Refrigerator Company, Grand Rapids, Mich. Subsidiary of the Electric Refrigeration Corp.
Manufacturers of LEONARD CLEANABLE cabinets for household and commercial electric refrigerators.

Louisville Refrigerator Corporation, 4400 Louisville Ave., Louisville, Ky. Factory located at Highland Park, Ky.
Manufacturers of WHITE SEAL cabinets for household electric refrigerators.

L. H. Mace & Co., Inc., 55 East 150th St., New York, N. Y.
Manufacturers of MACE household electric refrigerator cabinets.

Metz Products Corp., 3051 Rosslyn St., Los Angeles, Calif.
Manufacturers of METZ SUPERINSULATED cabinets for household electric refrigerators.

Ottenheimer Bros., Inc., Fallway and Hillen Sts., Baltimore, Md.
Manufacturers of OREOLE cabinets for household and commercial electric refrigerators; illuminated and non-illuminated refrigerator display cases.

Progress Refrigerator Co., branch of Louisville Tin & Stove Co., 621 W. Main St., Louisville, Ky.
Manufacturers of PROGRESS electric refrigerator cabinets.

North Star Refrigerator Company, Chattanooga, Tenn.
Manufacturers of cabinets for household use.

Ranney Refrigerator Company, Greenville, Mich.
Manufacturers of cabinets for household and commercial use.

Reol Refrigerator Co., Hillen and Front Sts., Baltimore, Md. Subsidiary of Ottenheimer Bros.
Manufacturers of REOL cabinets for household and commercial electric refrigerators; illuminated refrigerator display cases.

Rhineland Refrigerator Company, Rhineland, Wis.
Manufacturers of AIRTITE cabinets for household and commercial electric refrigerators.

Southern Soda Fountain Company, 12 East Lombard Street, Baltimore, Md.
Manufacturers of SOUTHERN electrically refrigerated soda fountains.

The Stanley Knight Co., 218 West Superior Street, Chicago.
Manufacturers of electrically refrigerated soda fountains.

Valerius Refrigeration Corp., Jefferson, Wis.
Manufacturers of ICE-O-MATIC soda fountain cabinets, luncheonettes and commissary refrigerators.

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FOR ALL PURPOSES
ANY SIZE, STYLE OR FINISH
NORTHEY MFG. CO.
WATERLOO, IOWA
AGENCIES IN MOST LARGE CITIES

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WAGNER MOTORS FOR ELECTRIC REFRIGERATION

Wagner Small Motors meet the refrigeration standard—mechanically quiet—built to close tolerances. Available in ratings 1/2-hp. to 1 1/2-hp.

TEN PROMINENT WAGNER MOTOR USERS
Delco Light Co. U. S. Air Compressor Co.
Kelvinator Corp. Flint & Walling Mfg. Co.
Universal Cooler W. B. Wilde Co.
Iron Mountain Co. Lipman Refrigeration Co.
Merchant & Evans American Blower Co.



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6400 Plymouth Avenue, St. Louis, U. S. A.

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Display Counters and Commercial Refrigerators

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Made in any size or capacity.
Seamless Copper Tubes, Individual Fins, Maximum Efficiency.

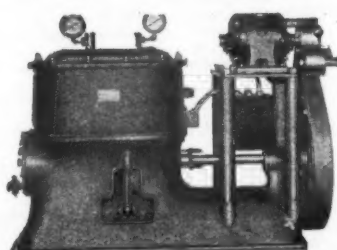
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We will install and put into successful operation a complete porcelain enameling plant for porcelain enameling your refrigerator linings and parts at a reasonable price.

Write for estimate.

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CLEVELAND, OHIO



ELECTRIC REFRIGERATION DISTRIBUTORS AND DEALERS

You need the PEERLESS line of commercial units.
PEERLESS units give you a COMPLETE line, ranging from 1 to 10 tons.

Fifteen years of successful manufacturing and merchandising of ice machines are behind the PEERLESS name. Our record warrants your most exacting investigation.

WRITE OR WIRE

PEERLESS ICE MACHINE CO.

503-531 S. Jefferson St.
CHICAGO, ILL.

Electric Refrigeration Directory—Section 3

Parts, Accessories, Materials and Chemicals

Absolute Con-Tac-Tor Corporation, Elkhart, Indiana.
Manufacturers of Mercury CON-TAC-TORS, automatic controls for both refrigeration and oil burner installation.

Ansul Chemical Co., Marinette, Wis.
Manufacturers of ANSUL chemicals.

American Radiator Company, 816 South Michigan Avenue, Chicago, Ill.
Industrial Division—Factories at Springfield, Ill., and Detroit, Mich.
Manufacturers of cast iron cooling units, float valves, automatic expansion valves, and job foundry work of all kinds for the refrigerating industry.
Accessories Division—Factory at Detroit, Mich.
Manufacturers of MERCOID controls for domestic refrigeration.

Atlas Plywood Corp., 934 Park Square Bldg., Boston, Mass. Factories at Stockholm, Me., Greenville, Me., Richford, Vt., Montgomery Center, Vt., Morrisville, Vt.
Manufacturers of ATLAS REFRIGERATOR CASES, Plywood shipping containers for refrigerators.

Bush Mfg. Co., 100-110 Wellington St., Hartford, Conn.
Manufacturers of seamless copper tubing condensers with individual fins.

Commonwealth Brass Corporation, 5781-5835 Commonwealth Ave., Detroit, Mich.
Manufacturers of brass pipe and tube fittings, forged brass parts, and automatic screw machine products.

Cooke Seal Ring Co., 20 N. Green St., Chicago, Ill.
Manufacturers of COOKE Seal Rings.

Cork Import Corp., 345 W. 40th St., New York, N. Y. Factories at Port Newark, N. J., and at Palafrugell, Palamos Figueras Bagur Santa Cristana, Fegenda de la Sierra and Caceres, Spain.
Manufacturers of NOVOID corkboard, NOVOID cork covering.

Electrical Testing Laboratories, 80th St. and East End Ave., New York, N. Y.
Test reports and data on overall performance or on electrical mechanical, or chemical equipment; reports and data are client's property.

Fedders Mfg. Co., Buffalo, N. Y.
Manufacturers of water coolers; other special applications; tubing; condensers and expanders; thermostats; float valves and other control devices; brine tanks; freezing units; expansion valves; liquid receivers; filters; strainers; trays and grids.

The Ferro Enamel Supply Co., 2100 Keith Building, Cleveland, O.
Manufacturers of porcelain enamels for refrigerator linings and complete parts. Designers and builders of all types of muffle furnaces and other equipment for porcelain enameling refrigerator linings and parts.

Flintlock Corp., 4461 Jefferson Ave. W., Detroit, Mich.
Manufacturers of FLINTLOCK condensers and expanders.

Goodnow & Blake Mfg. Co., 3840 Beaver St., Detroit, Mich.
Manufacturers of thermostats, suction controls, high pressure cut-outs and other control devices; shaft seals and floats.

The International Nickel Co., Inc., 67 Wall St., New York, N. Y. Factories located at Huntington, W. Va.
Manufacturers of INCO Monel Metal sheet, strip, rod, castings, screws, bolts, rivets, etc.

Kerotest Manufacturing Co., 2525 Liberty Avenue, Pittsburgh, Pa.
Manufacturers of forged brass cylinder and shut-off valves and fittings.

Motors Metal & Mfg. Co., 5963 Milford Avenue, Detroit, Michigan.
Manufacturers of ice cream cabinets (complete or metal parts ready for assembly) and special cabinets; monel covers and lids; perforated metal guards to cover units; welded angle iron bases for mounting freezing units; outside and inside sheet metal panels for cabinets; complete household refrigerator cabinets.

The Rome-Turney Radiator Company, Rome, New York.
Manufacturers of HELICALFIN condenser tubes, refrigeration condensers, stampings of copper and brass, trays, grids, liquid receivers, brine tanks, etc.

E. J. Wirfs Organization, Inc., 135 S. 17th St., St. Louis, Mo.
Manufacturers of Wirfs AIRTITE cushion gasket.

Virginia Smelting Co., West Norfolk, Va.
Manufacturers of chemical, extra dry Esotoo; sulphur dioxide (anhydrous).

Wagner Electric Corp., 6400 Plymouth Ave., St. Louis, Mo.
Manufacturers of motors for household and commercial electric refrigerators.

Wilder Metal Company, Niles, O.
Manufacturers of WILDER Metal Sheets for Brine Tanks, cooling units, inside linings, and refrigerator parts. Steel stampings processed with Wilder Metal.

Winters & Crampton Manufacturing Co., Commerce Avenue and Goodrich Street, Grand Rapids, Mich.
Manufacturers of refrigerator hardware.

Wolverine Tube Co., 1411 Central Ave., Detroit, Mich.
Manufacturers of copper tubing, coils, and condensers.

Acme White Lead and Color Works, Detroit, Mich.
Manufacturers of lacquer enamels, clear enamels, oil enamels, interior refrigerator finishes, primers, sealers and varnishes.

Advance Electric Co., 6315 Maple Ave., St. Louis, Mo.
Manufacturers of ADVANCE motors for commercial electric refrigeration machines.

Albaugh-Dover Mfg. Co., 21 Marshall Blvd., Chicago, Ill.
Manufacturers of AD gears.

The Allen Filter Co., 25-43 South St. Clair Street, Toledo, O.
Manufacturers of water coolers for electric refrigeration.

Aluminum Company of America, General Sales Office, Pittsburgh, Pa.
Manufacturers of aluminum sheet and moulding for refrigerator trimmings. Also aluminum, insect, permanent mould castings, die castings, sand castings, forgings, tubing, wire, rod, aluminum bronze powder, automatic screw machine products, stampings, and fabricated parts.

American Rolling Mill Co., Middletown, O.
Manufacturers of enameling stock, galvanized ARMO ingot iron, alloy coated steel, alloy coated ingot iron.

American Solder & Flux Co., 2910 No. 16th St., Philadelphia.
Manufacturers of self-fluxing solders and fluxes.

Arcade Mfg. Co., 1212 E. Shawnee St., Freeport, Ill.
Manufacturers of household and commercial refrigerator hardware, hinges, locks, corners, traps, etc.

Armstrong Cork & Insulation Co., 24th St. and Allegheny River, Pittsburgh, Pa., Branch of Armstrong Cork Co. Factories at Beaver Falls, Pa., Camden, N. J., and Seville, Spain.
Manufacturers of corkboard insulation; cork pipe covering.

Beaver Machine & Tool Company, Inc., 625 North Third Street, Newark, N. J.
Manufacturers of various wire device connections such as attachment plugs.

Berry Brothers, 211 Lieb St., Detroit, Mich.
Manufacturers of BERRYLOID LACQUER LIONOL, enameling, rustproofing materials, varnishes and stains.

D. W. Bosley Company, 1901-23 Carroll Ave., Chicago.
Manufacturers of Bosley's "Ice Saver" gaskets and insulations.

The Century Electric Company, 1806 Pine Street, St. Louis, Mo.
Manufacturers of motors for household and commercial electric refrigerators.

The Dent Hardware Co., Fullerton, Pa.
Manufacturers of hardware (fasteners, latches, corners, traps, hinges, etc.) for domestic and commercial refrigerators.

Dole Valve Co., 1913 Carroll Ave., Chicago, Ill.
Manufacturers of electric refrigerating machinery for household, commercial, and soda fountain use.

The Domestic Electric Co., 7209 St. Clair Ave., Cleveland, Ohio.
Manufacturers of DOMESTIC motors for household and commercial electric refrigerators.

Dunning Pump & Manufacturing Company, 328 Walnut Street, Philadelphia, Pa.
Manufacturers of DUNNING electric refrigerating machines for household and commercial use, pumps and compressors, float valves, evaporators, and machine bases.

E. I. DuPont de Nemours & Co., Inc., Chemical Products Division, Parlin, N. J.
Manufacturers of chemicals, paint, DUPONT DUCO and varnish, finishing materials.

Dry-Zero Corporation, 130 North Wells Street, Chicago, Ill.
Manufacturers of DRY ZERO pliable and blanket insulation.

D. A. Ebinger Sanitary Mfg. Co., 180 Lucas St., Columbus, O.
Manufacturers of EBCO water coolers.

The Erie Metal Furniture Co., Erie, Pa.
Manufacturers of mechanical refrigeration cabinets.

Gurney Ball Bearing Company, Jamestown, New York.
Manufacturers of bearings.

Excelsior Motor Mfg. & Supply Co., 3701 Cortland St., Chicago, Ill.
Manufacturers of EXCELSIOR household and commercial electric refrigerator units, pumps and compressors, control devices, drop-forged flanged valves and fittings for ammonia service.

Federal Asbestos & Cork Insulation Co., 981 30th St., Milwaukee, Wis.
Manufacturers of FEDERAL cabinets for household and commercial electric refrigerators.

Federal Gauge Co., 584 W. Adams St., Chicago, Ill.
Manufacturers of MERCOID controls and thermostats.

Fidelity Electric Co., 331 N. Arch St., Lancaster, Pa.
Manufacturers of FIDELITY motors for household and commercial electric refrigeration.

Kulair Corp., Norristown, Pa.
Manufacturers of condensers and expanders, and thermostats.

Leachwood Co., Janesville, Wis.
Manufacturers of corrugated metal bellows of seamless type, compressor seals, thermostatic controls, pressure controls, high pressure cut outs, expansion valves, float valves, and floats.

Marathon Electric Mfg. Co., Wausau, Wis.
Manufacturers of MARATHO "OK" motors for electric refrigerators.

Master Electric Company, Linden and Master Avenues, Dayton, O.
Manufacturers of MASTER motors for household and commercial machines.

McCord Radiator & Mfg. Co., East Grand Blvd. and Rippelle St., Detroit, Mich. Factories at Detroit, Plymouth, Ind., and Walkerville, Ont.
Manufacturers of tubing, condensers and expanders, enameling, gaskets, diaphragms, stampings (steel, brass and copper).

Mueller Brass Co., 1925 Lapeer Ave., Port Huron, Mich.
Manufacturers of tubing.

The National Copper & Smelting Co., 12120 Euclid Ave., Cleveland, Ohio. Factory at 1893 Colman Road, Cleveland.
Manufacturers of brass and copper tubing.

The Ohio Electric and Controller Co., 5900 Maurice Ave., Cleveland, Ohio.
Manufacturers of OHIO electric motors.

Penn Electric Switch Co., 306 Twelfth St., Des Moines, Iowa.
Manufacturers of thermostats and other control devices, high and low pressure safety switches, pressure-vacuum control switches.

Pure Cork Products Company, Inc., Suite 900, Shubert Building, 250 South Broad Street, Philadelphia, Pa. Factories in Spain.
Manufacturers of pure sheet corkboard and complete line of cold temperature insulation accessories.

Refrigeration Products Co., 670 E. Woodbridge St., Detroit, Mich.
Manufacturers of rotary compressors.

The Roessler & Hasselacher Chemical Co., 709 Sixth Avenue, New York City. Factories at Niagara Falls, N. Y., Perth Amboy, N. J., and St. Albans, W. Va.
Manufacturers of Arctic (Methyl Chloride) Ethyl Chloride; chemicals, minerals, oxides for ceramic purposes and electro-tinning chemicals.

Sherer-Gillett Co., 1701-09 S. Clark St., Chicago, Ill. Factories at Marshall, Mich.; Herkimer, N. Y., and Guelph, Ontario.
Manufacturers of freezer display and storage cases.

Stow Mfg. Co., Inc., 443 State St., Binghamton, N. Y.
Manufacturers of motors for commercial electric refrigerator machines, grinders, flexible shafts and electric tools with metal working attachments for installation and repair work.

C. J. Tagliabue Manufacturing Company, 18 to 88 33rd Street, Brooklyn, N. Y. Factories at Brooklyn, N. Y., and Cleveland, Ohio.
Manufacturers of SNAPON automatic controller for refrigerators, thermostats, and other control devices; recording, dial, industrial, and laboratory types of thermometer; air-operated, self-operated, electric contact and other types of automatic controllers.

United Cork Companies, Grant Ave., Lyndhurst, N. J.
Manufacturers of CRESCENT corkboard insulation.

United Wire and Supply Corporation, Auburn, R. I.
Manufacturers of return bends for condenser units, coiled tubing, and silver solder.

Western Automatic Machine Screw Co., Elyria, Ohio.
Manufacturers of screw machine products for use in the manufacture and assembly of electric refrigerators, standard cap and set screws, semi-finished nuts, studs and taper pins.

Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.
Manufacturers of motors for commercial machines.

Wood Conversion Company, 360 North Michigan Avenue, Chicago; Mills at Cloquet, Minn.
Manufacturers of BALSAM-WOOL insulation for refrigerator cabinets; also of half-inch insulating board.

Wolfe Engineering and Mfg. Co., 1408 Vernon St., Harrisburg, Pa.
Manufacturers of compressors and electric refrigeration equipment.

Young Radiator Co., Racine, Wis.
Manufacturers of radiators, condensers and cooling systems.

Refrigeration Products Co., 670 E. Woodbridge St., Detroit, Mich.
Manufacturers of rotary compressors.

The Roessler & Hasselacher Chemical Co., 709 Sixth Avenue, New York City. Factories at Niagara Falls, N. Y., Perth Amboy, N. J., and St. Albans, W. Va.
Manufacturers of Arctic (Methyl Chloride) Ethyl Chloride; chemicals, minerals, oxides for ceramic purposes and electro-tinning chemicals.

Sherer-Gillett Co., 1701-09 S. Clark St., Chicago, Ill. Factories at Marshall, Mich.; Herkimer, N. Y., and Guelph, Ontario.
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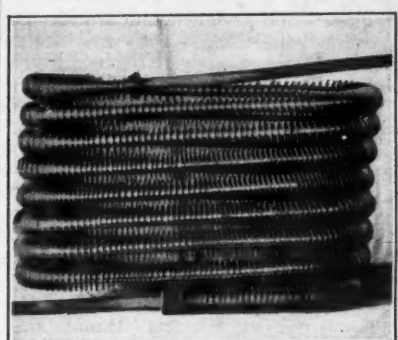
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KERO TEST

FORGED BRASS VALVES
for Mechanical Refrigeration
Quality Shut-off and Cylinder valves in any standard designs or to your specifications.

KEROTEST MANUFACTURING CO.
2525 LIBERTY AVENUE
PITTSBURGH, PENNA.



ROME CONDENSERS

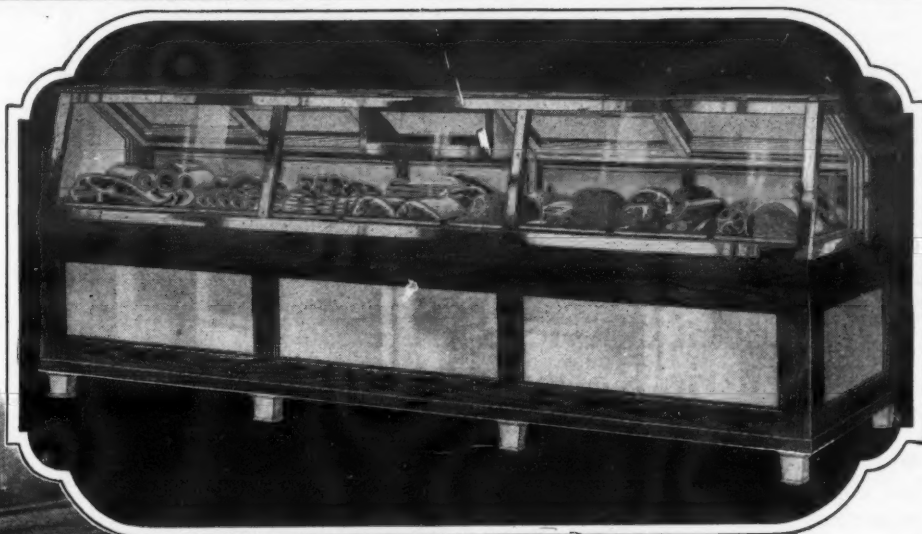
are formed in any shape of one piece of seamless copper tubing, fitted with heavy gauge copper radiating fin. Rome condensers are five times as efficient as plain tubes

Rome-Turney Radiator Company
ROME, N. Y.

THE WORLD'S LARGEST MANUFACTURER OF REFRIGERATORS FOR ALL PURPOSES

For ELECTRIC Refrigeration

McCray refrigerators may be used with any type of electric or mechanical refrigeration. All models are ready for immediate installation of the cooling unit. Remember quality in the refrigerator is vital to satisfactory service whether ice or machine is used.
Pure corkboard insulation, covered with waterproof insulating sheathing and sealed with hot hydrolytic cement, insures perfect air-tightness in all McCray refrigerators.



A Refrigerator That SELLS Food

A REFRIGERATOR that sells food by displaying it temptingly, at the customer's eye-level — by keeping it fresh, wholesome, appetizing in appearance as well as flavor!

This is the McCray 103, shown above, with which merchants everywhere are building bigger business, cutting operating costs, avoiding spoilage and increasing profits.

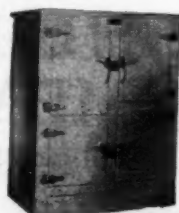
Used with Electric Refrigeration

or ice, every McCray model insures efficient, economical, enduring service. Built upon basic patents, in accord with an unyielding ideal, McCrays are the accepted standard of refrigerator quality.

For 37 years McCray refrigerators have been giving daily proof in service of the staunchness which marks every hidden detail of construction—in stores, markets, hotels, clubs, restaurants, hospitals, institutions, florist shops, homes. Send the coupon for details about refrigerators for your needs.

McCray Refrigerator Sales Corporation
Dept. 66 Lake St., Kendallville, Ind.
Salesrooms in All Principal Cities (See Telephone Directory)

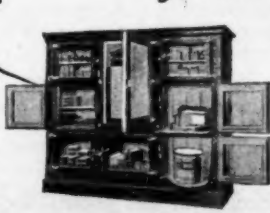
MCCRAY
REFRIGERATORS
for all purposes



McCray No. 150



McCray No. 185



McCray No. 410



McCray No. 411



McCray No. 405

For further information MAIL COUPON

McCray Refrigerator Sales Corporation,
Dept. 66 Lake St.,
Kendallville, Ind.
Please send further information regarding refrigerators for () stores, markets () hotels, restaurants, clubs () hospitals, institutions () florist shops () homes.

Name _____
St. _____
City _____
State _____
() for electrical refrigeration () for ice

NEW BOOKLET AND LEAFLETS

Absopure

The Absopure Refrigerator Division of the General Necessities Corp., Detroit, Mich., has recently issued the following advertising literature: "Keeping Step with Progress," a 9x11 folder describing the Absopure apartment cabinet model and showing pictures of eight prominent Detroit apartment buildings where Absopure installations have been made.

"Absopure Refrigerator—Electric Refrigeration at Its Best," a two-color, sixteen-page booklet describing six different cabinet models and giving detailed information regarding dimensions and specifications. Information is also given regarding apartment house installation.

"Absopure Refrigerator for Commercial Uses," a two-color folder illustrating a number of commercial installations, and illustrations and information concerning the Absopure commercial condensing unit. The folder also contains information relative to Absopure water coolers and Absopure ice cream cabinets.

Benjamin

The Benjamin Electric Manufacturing Co., Chicago, Ill., has published a booklet on the care and importance of the proper storage of food. The booklet contains a great deal of information regarding the care and uses of the porcelain cabinets made by the Benjamin Company. There is an illustration of considerable interest on page 5, showing an open cabinet with arrangement of different foods on the various shelves and compartments.

Chilrite

The Narragansett Machine Company of Pawtucket, R. I., has issued a two-color illustrated folder entitled "Chilrite Electric Refrigeration—Simplified for the Home." Illustrations and descriptions of cabinets, cooling units and compressor are shown and described.

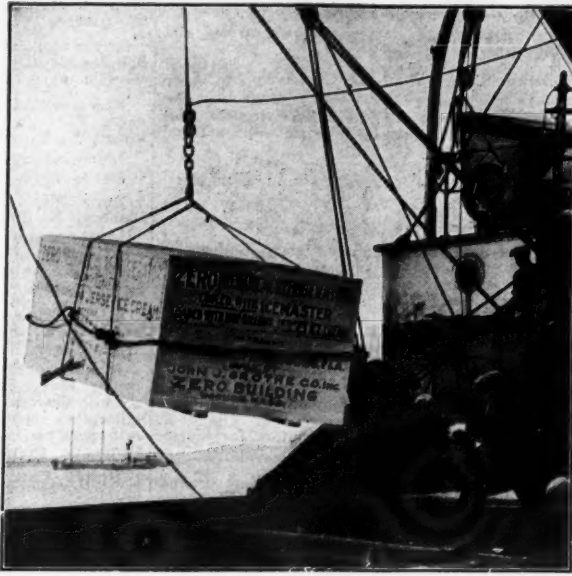
Jack Frost

The Jack Frost Ice Machine Company, Toronto, Canada, has recently issued three illustrated folders entitled "The New Jack Frost Bottled Drink Refrigerator Display Case"; Jack Frost automatic electric ice cream cabinets and the new Jack Frost domestic unit. The folders are descriptive of information conveyed in the above titles.

Electric Refrigeration Enables St. Petersburg Folks To Eat New England Ice Cream

Ice cream manufactured in Lawrence, Mass., is now being shipped to St. Petersburg, Fla., in electrically refrigerated cabinets like the one shown in the photograph. The Zero refrigerator is packed with 1,000 gallons of ice cream at Lawrence, hauled by truck to the steamship at Boston, where it is plugged in on the ship's current.

The ice cream arrives in St. Petersburg in perfect condition with the temperature in the refrigerator at 5° below zero. The insulating used in these cabinets is Novoid Corkboard. It is expected that in a short time there will be ten of these refrigerators making regular trips



Ice-O-Lator

The National Refrigerator Company, 125 Munson St., New Haven, Conn., sends an attractive booklet entitled "Ice-O-Lator (gas refrigeration)—Silent as the Arctic." The booklet contains twenty pages and is well illustrated, showing different models and specifications. Seven models are illustrated and described.

FIRST OIL BURNER THE RESULT OF WAR-TIME COAL-LESS DAYS

C. L. Lewis, general manager, Electro-Kold Corp., Seattle, Washington, has just returned from a two weeks' trip East, during which he visited Chicago, Detroit and Toledo to investigate developments in the industry.

Mr. Lewis was one of the group of men who developed the original fully automatic oil burner which later was placed on a commercial basis under the name of the Nokol, and which is now manufactured by the American Nokol Company of Chicago. The oil burner had its inception in the engineering development of a steam auto-

mobile. About the time the car was ready to go into production the war struck the country, and with it the restriction of production and the coal-less days. In order to provide heat for the factory, the engineers conceived the idea of putting the automobile burner in the furnace. It worked satisfactorily, and suggested the opportunity for developing a household machine which could be marketed on a commercial basis.

Request for Information

The following inquiry has been received. In answering, please refer to the Query number.

Query No. 37—Please advise us who manufactures steel groove pulleys, V belts and gaskets for household refrigerators.

THE CONDENSER

A CLASSIFIED COLUMN OF OPPORTUNITY

REPLIES to box number advertisements should be addressed to Electric Refrigeration News, 554 Maccabees' Bldg., Detroit, Mich.

ADVERTISING RATES—this column only:

POSITIONS WANTED (special rate if paid in advance): 50 words or less, one insertion, \$2.00, additional words 4 cents each. Three insertions, \$5.00.

POSITIONS AVAILABLE. For Sale, Business Opportunities, and all other classifications (special rate, if paid in advance): 50 words or less, one insertion, \$3.00, three insertions \$8.00, additional words, 5 cents each.

LINE RATE (open account): 50 cents per line.

POSITIONS WANTED

Eight years' experience in domestic electric manager, service manager, or experimental engineering. Open for position as production neer. Box 48.

Services available of all around man capable of increasing your profits by minimizing costs of production—selling—servicing. Box 50.

Service Man, ten years experience, domestic and small commercial systems. Employed in Florida past three years, desires making a change, capable of managing service and assisting with sales. Address P. O. Box 3044, Pen. Sta., Daytona Beach, Fla.

Experienced Engineer and designer of electric refrigeration and developer of two of the outstanding machines on the market, desires to make permanent connection as chief engineer of well financed, responsible company, making or planning to develop household type of electric refrigeration (dry system). Also familiar with tool designing. Address Box No. 51.

Chief Engineer available, connected with leading electric refrigeration concerns past eight years. Inventor and owner of patents on thermostat control and seals. Well acquainted with patent situation. Experienced designing engineer. Box No. 52.

SALES EXECUTIVE AVAILABLE:

Qualified by twelve years' experience to develop, inspire and lead any sales force. Proven ability as a personal producer and closer. Average annual income during past ten years has excelled \$7,500. Complete knowledge of Mechanical Refrigeration sales problems. Connection desired with substantial Eastern manufacturer or distributor of Domestic and Commercial ice machine who is interested in intensive sales development. Straight commission or salary and bonus only. Box 46.

REFRIGERATION ENGINEER WANTED:

A thoroughly capable man who has had experience in the designing department of one of the two or three successful electrical refrigerators, may obtain a responsible position with a nationally known firm having every facility, including capital, factory and sales organization to successfully manufacture and market an electrical refrigerator. Company is building a machine at the present time. Applicant must be able to either correct faults in the present machine or design a new one and have it ready for production in ninety days. Good position for right man. Give reference in first letter. Address Box 47.

Electric Refrigeration Salesman Joins Dairy Company

P. C. Schooley, formerly with the sales department, household division, of the Collins-Kelvinator Company, Los Angeles has resigned to become assistant to Wayne A. Hood, general manager of the Pure Milk Dairy Company, the oldest dairy organization in San Diego.

According to Mr. Schooley, due to the promotion of electric refrigeration by the ice cream department of the company, practically 100 per cent of their retail customers are equipped with electrically refrigerated cabinets and fountains.

Each Issue Improves

"I have enjoyed every issue of it and can see great improvement in each succeeding one."—M. F. Killian, 1931 E. 79th St., Cleveland, Ohio.

Special Services Offered by Electric Refrigeration News

"Fundamental Principles of Refrigeration," by C. B. Ryan, Jr., and J. F. Henrickson, 20 pages with cover, size 3 3/8" by 6 1/2", ten copies postpaid for \$1.00. Quantity price \$5.00 per hundred copies.

Manufacturers, distributors, dealers and central stations should place this interesting and informative little booklet in the hands of every member of their organizations. While it in no way takes the place of a more complete treatise on the subject of electric refrigeration, it provides valuable information on the subject and will stimulate an interest in further study.

"Causes of Food Spoilage," by C. B. Ryan, Jr., and J. F. Henrickson, 12 pages with cover, size 3 3/8" by 6 1/2", one dozen copies postpaid for \$1.00. Quantity price \$5.00 per hundred.

This booklet is not only valuable to sales and service men, but it is also suitable for distribution to prospects for commercial and household equipment.

"Electric Refrigeration Record and Service Data Card." A file card, size 5 by 8 inches, for recording complete data regarding the installation and service of each machine installed. Price \$2.00 per hundred in any quantity.

This card has been worked out on the basis of practical experience and has been approved by public utility organizations. It is particularly suitable for small companies, having only a limited number of installations and where the cost of printing the required number of cards would be excessive. ELECTRIC REFRIGERATION NEWS has provided this service in the interest of economy and to promote the maintenance of accurate records of service costs.

Subscription Order

BUSINESS NEWS PUBLISHING CO.
554 MACCABEES BLDG.
DETROIT, MICH.

Gentlemen:

Please enter my subscription to ELECTRIC REFRIGERATION NEWS, the Business Newspaper of the Electric Refrigeration Industry.

United States: ☐ \$1.25 per year ☐ Two years for \$2.00.
Foreign Countries: ☐ \$1.50 per year.

I am enclosing payment in the form of

☐ Check ☐ P. O. Order ☐ Cash ☐ Stamps

Name

Company

Street Address

City and State

☐ NOTE: If it is convenient for you to enclose payment with this order, check this square and invoice will be mailed. Do it now, while you have the blank before you. It will save the time and trouble of writing a letter and you will be sure to get the next issue.

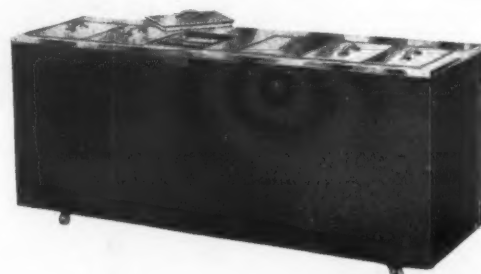
Keep Them Coming to the Stands

WHERE DRINKS ARE COLDEST
WHERE BOTTLES ARE CLEANEST
WHERE BEVERAGES ARE ELECTRICALLY CHILLED
BY MEANS OF

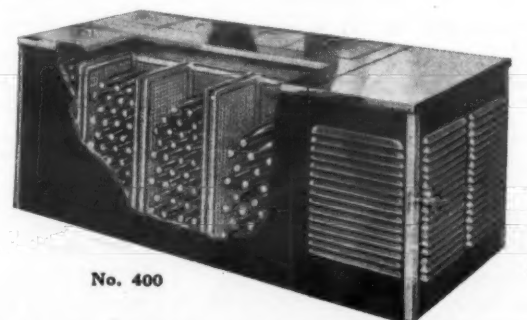


Hibbard Dry-Cold Electric Beverage Cabinets

A THREE-WAY PROFIT TO THE RETAILER, THE BOTTLER, AND THE POWER COMPANY—Mail us the coupon below, and learn just how the Bottler and the Power Company are co-operating with the Retailer for increased business.



Capacity 250 bottles and two 5-gal. cans of ice cream—73 1/2" long, 22 1/4" wide, 30" deep



Capacity 400 bottles—72 1/2" long, 24 1/2" wide, 30" deep.

HIBBARD CABINETS accommodate any kind of bottled beverage in any size or shape of bottle. They are ideal for chilling milk.

Patents issued and pending.
Frigidaire and Kelvinator equipped.

THE HIBBARD COMPANY

HIBBARD BLDG.
CLEVELAND, OHIO

THE HIBBARD CO.,
Hibbard Bldg., Cleveland, O.

Please mail complete data on HIBBARD CABINETS.

Name

Address

City State